

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXVI, No. 1

NEW YORK, JULY 1, 1926

10c A COPY

B. A. I. S. 1925 with  
N. W. Ayer & Son



## *Step on it—Kid!*

OUT where the West begins they are connoisseurs of motor-fuel. Four out of every five California families own automobiles . . . and the average Californian consumes more gasoline than the average motorist from anywhere else on earth.

It takes good gasoline to satisfy these westerners. By the same token it takes good advertising to make them change their buying habits.

About two years ago, the General Petroleum Corporation, of California, started retail distribution. Today they hold a place among the leaders. And this in the face of a self-imposed handicap — for the General Petroleum Corporation builds no service stations, and sells entirely through independents.

Advertising and gasoline that will match, stride for stride, the pace of fast-moving, aggressive and ambitious competition must be alive, full of action, power and punch. General Petroleum and Advertising Headquarters have pushed the throttle wide open.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



103301

July 1, 1926

# To hit the Farmer in his Pocket book

You've got to make your farm advertising shoot straight. And to reach the farmer's bill-fold, you've got to concentrate your "fire" in papers that are of real interest and value to farmers—papers that are part and parcel of the farmer's own life.

The most effective way to do this job is through the Standard Farm Paper Unit. Each and every publication of this group is a trusted local institution—with all that that implies in advertising power and reader influence.

Yet, taken together, the 15

papers of the Standard Unit cover the immense, fertile farm market as no other medium does. With rifle-like precision they reach the mark in the 30 great agricultural States which, in 1925, produced 88.7% of all farm income.

*And Standard Farm Paper service is as flexible as your sales problem!* You can buy the papers of this group as a unit—or individually. No matter what the problem, these papers enable you to focus your sales effort where it is needed. Or you can put focused pressure, nationally, on 2,000,000 prosperous farm homes.

## *The* **STANDARD FARM UNIT**

One order—one plate—one bill

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman  
Western Manager  
307 North Michigan Ave.

New York

Willard R. Downing  
Eastern Manager  
250 Park Ave.

San Francisco, Kohl Bldg.



Your sales problem is national—That of your dealer is local—  
These papers meet both

Pennsylvania Farmer	The Progressive Farmer	Hoard's Dairyman
Missouri Ruralist	The Prairie Farmer	The Nebraska Farmer
Kansas Farmer	The Wisconsin Agriculturist	The Pacific Rural Press
The Farmer, St. Paul	The American Agriculturist	Ohio Farmer
Michigan Farmer	The Breeder's Gazette	Wallaces' Farmer

We should like to talk to you about your problem. At the same time we can explain our special merchandising service.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVI

NEW YORK, JULY 1, 1926

No. 1

## Our Salesmen Wrote Their Own Sales Manual

And We Attribute Part of a 30 Per Cent Increase in Business to the Book They Compiled

By R. G. Soule

Vice-President and General Sales Manager, Merrell-Soule Company

ALTHOUGH we had been in business for fifty-seven years, we had never had a sales manual.

We always had felt, however, that there was a need for an up-to-date manual for our sales organization. The number of products in our line and their varied uses made it difficult for any man properly to classify and understand them all, and we believed that a manual containing the very best thought of everyone in the sales department would be of great assistance to all those selling our products. So in September, 1925, we set out to write such a manual, and by October 15 our salesmen had completed it!

Now a sales manual containing information that a salesman should have ready at hand regarding the composition of the items in the line, process of manufacture, brief directions for using the products in various ways, and so forth, would be of great benefit, but it would by no means be complete.

Every Merrell-Soule salesman meets with certain regular questions and objections in his daily work. The None Such Mince Meat man, calling on the retail grocer, is asked: "How do you expect me to buy None Such when the chain store sells it at less than my cost?" The bulk milk salesman, calling on the baker, hears him ask: "Why should I pay more for Breadlac, when I can buy other milk powders for two cents a pound less?"

The broker, when selling a job-

ber None Such for future delivery, hears him say: "I am not going to buy any 'futures' this year." And the man calling on the doctor is told: "I prescribe certified milk entirely and so have no use for Klim."

There are hundreds of questions or objections of this kind coming up in the daily sales work of all our men, and it seemed to us that it would be worth a great deal to our sales force to know the answers which each salesman was giving with the most success. These answers would also be valuable to the new man, who, starting out alone, had to learn from hard experience how to meet and answer these questions and objections.

So we decided to gather the objections and questions, with their answers, in a sales manual that would be so valuable that our men would constantly refer to it.

The office force was willing to work on such a book, but we believed that the average manual, written by an office force, is mostly a history of the company and lacks the real substance of helpfulness. We did not want an office-written manual. We wanted the men out on the firing line to make the manual a useful book by giving us the questions and objections they meet in their work and the answers which they themselves find successful.

We put the idea up to the men in a letter and in personal talks.

We told them that we knew they were talkers and not writers; that they could answer a question orally but might hesitate about trying to write the answer. We stressed the point that we wanted ideas, not English composition or spelling. We suggested that, if they wanted to, they could ask themselves the question, answer it aloud and then sit down and write it just as they had spoken it. We'd correct errors in spelling or mistakes in formation of sentences.

Seven hundred dollars in cash prizes were offered for the answers. They were to be short and to the point, for the grocer is too busy to listen to twenty-minute rebuttals to his reasons why he should not buy. The manual was to be practical as well as complete.

#### MANUAL DIVIDED INTO FOUR PARTS

As our men are divided into four selling groups, we planned to divide the manual into four parts, the first to deal with package mince meat. The second was to include bulk mince meat and bulk lemon and orange powder. The third section comprised bulk powdered milk and all its fields, such as baker, ice-cream maker, confectioner and so forth. In the fourth group were Klim and prescription products, to include the wholesale and retail druggist, the doctor, hospital, etc.

Prizes were to be \$100 for the highest man in each section, \$50 for each of the second highest, and \$25 for each third man. Points were to be awarded on a basis of two for each question or objection submitted and accepted for use in the manual, and if the same one was turned in by different men, each would receive the two points. Then, for each answer judged as the best to meet the question or objection, fifteen points were to be given. For the second best answer, ten points were allotted, and for the third best answer, five.

October 15 was the closing date of the contest, and the winners were to be announced at our January sales convention at Syracuse.

The plan was to have salesmen and brokers send in the objections they met in every-day selling, pass these objections out for individual

answers from all the men, and then submit the answers to all the salesmen for their judgment. However, we quickly decided that the men would have more than enough to do to write the questions and answers without having to pass judgment on them as well.

Accordingly, then, we changed the method of judging. As a result of the shift, we picked two office men, who we knew would have the company slant on things, to serve on a judging committee of five. The other three men were elected from the salesmen by the salesmen. This gave us a group small enough to work with easily.

The men then were sent question forms, a pad of blanks with "Sales Manual Contest Question" printed on the top. Immediately beneath this was "Question submitted by" and room was left for the man's name. The rest of the form was for the written question or objection.

When the questions began to come into the office, the recording started. Each question, as it arrived, was put into whichever of the four sections it belonged, and was given a consecutive number. It was then entered on a loose-leaf sheet so as to record its number, the date it was received and the name of the writer. Then it was mailed out to be answered by all the men in the section, and on the same sheet was recorded the date of mailing and the date on which it was due back with the answer.

This due date is interesting, for it speeded up the contest. By telling the men that they had two weeks to answer each question, we set a definite time limit. But on top of this, we urged the men to sit down and write their answer on the same day, for the reason that questions would then be flowing steadily and would not accumulate.

There was a separate answer sheet for each question sent out. An 8 x 10 paper had "Sales Manual Contest" printed on the top and, in small type at the bottom, was "Use both sides when answering," the idea being to keep individual answers on a single sheet to avoid confusion and loss. The



## Village America Is the **FARMER'S** Service Station

To get the farmer's business it is essential that you sell his village contacts.

The Christian Herald reaches many of these in every village of agricultural importance.

The  
**Christian Herald**  
Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*  
Paul Maynard, *Advertising Manager*

question itself was cut into a duplicating machine plate right from the question blank, and was then run off on the top of each answer sheet. Sometimes the questions were long, in which case two plates were used and placed one beneath the other. But the entire question was always printed on top of the page.

When the salesman returned this sheet, with his answer written on it, a record was made on another page of the loose-leaf book. Under each section, we recorded the number of the question, the number of the answer, the date received and the name of the writer.

All answers to a question were then sent to each of the five judges, having been copied from the original to five separate slips that carried both question and answer. The date mailed to the judges, together with the date due back from them, was kept on the same book page as the previous record.

In this way we were all ready to keep the score on each question as returned from the judging committee. The slips came back from each individual judge with three points given for the answer he considered best, two for second best and one for the third.

As these slips went out and came back for one question at a time, it was simple to enter them under the name of the writer and to give each writer the points awarded by each of the five judges. Thus, Bailey on one answer was put first by two judges, second by one, third by one, and his answer was not placed at all by the fifth. Bailey's total was nine points, and Brown, who got one first, one second and two thirds, had a total of seven. Weisl was third on this answer with a total of four.

This brought us to the final record, the division of the fifteen, ten, and five credit points. As the majority opinion of the judges summed Bailey up as the winner, he was given the fifteen points for having the best answer to question number one. Brown got the ten points, and Weisl the five. Had Bailey and Brown tied for first, they would have divided the total

of first and second places, twenty-five, and each received twelve and one-half points. Had Bailey, Brown and Weisl finished in a three-sided tie, they would have divided all thirty points equally and received ten apiece.

This final record sheet had the name of each salesman in the particular section written across the top, while the number of the question was listed down the left side. The fifteen, ten and five points were then dropped into the appropriate square under each name and opposite each question. At the end, they were easily added up to determine the grand winner.

The final score was, of course, the total of these points plus the point credit given for sending in questions, two points per question, and it is interesting that in many cases the effort of the men in submitting questions put them into the prize money.

Naturally, not all of the men answered all of the questions, but thirty-seven or thirty-eight, on the average, replied to each. One man actually answered 367, which means that he did a tremendous amount of work.

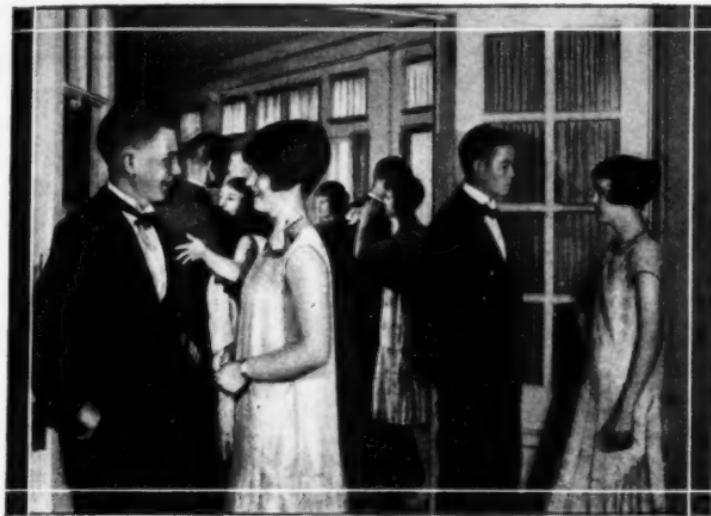
#### SIX MONTHS NEEDED

There were several points of importance in handling this contest. One was to get the work done in a month and a half. While we were able to accomplish all we set out to do, I would not advise anyone else to try to do it in so short a time. Six months is a better period to devote to it, in order to spread the questions and give them to the salesmen at the rate of about two a week. Our time was limited, so we flashed the questions out every day.

Another point is to forward questions to the men in a special envelope so that they will know at a glance what it contains and can put it away until evening instead of opening it as regular office correspondence.

One office man should devote his entire time to handling the contest. It is not the sort of thing that can be run off haphazardly. It is important enough to take all the

(Continued on page 172)



## A perfectly snarky party

Yes, indeed. We're stepping out this year . . . joined the Saturday Evening Dancing Class . . . wearing evening clothes . . . doing the Charleston . . . feeling the gravity of our sixteen years . . . a *perfectly snarky party!*

And perfectly snarky ideas too. About shirts—must be stiff bosom to be correct. About collars—must be wide and low. In short, a sixteen-year-old, with 5 feet 4 inches of height and 114 pounds of weight to his credit, has decided opinions on clothes.

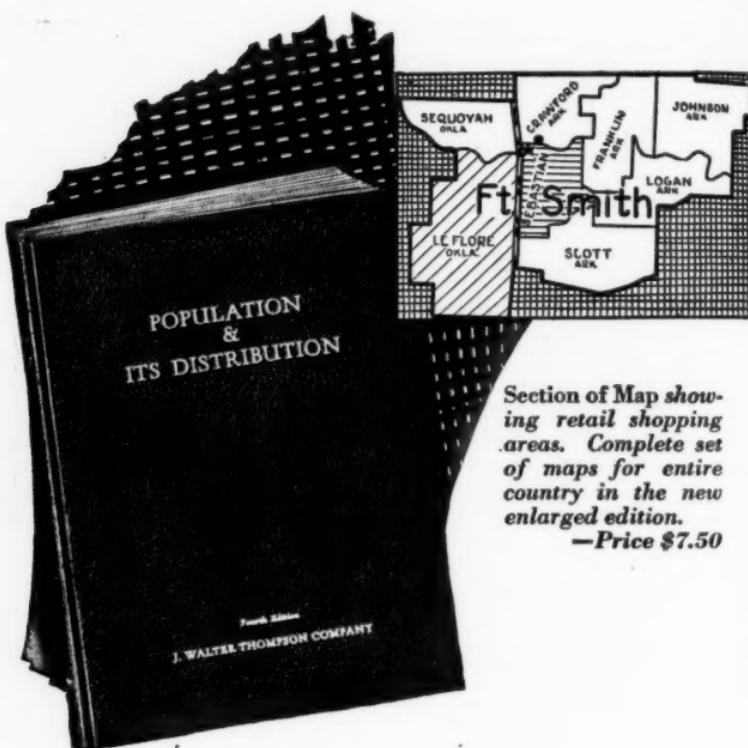
And on a lot of other things as well. Food. Shoes. Neckwear. Motor-cars. Tooth-paste. Yes, believe it or not, razors and shaving soap. And when 80 per cent of the 500,000 readers of **THE AMERICAN BOY** are near-men like these with man-sized opinions and man-sized spending power, they represent a man market worth looking over.

No matter what you make—radio sets, cereal foods, collars, cameras, belts, underwear or watches—you can win their friendship through the advertising columns of **THE AMERICAN BOY**. It's their trusted chum and owns their allegiance. By putting the merit of your product before them through their favorite publication, you are selling to your equals—men in everything but years. Copy received by July 10th will appear in September.

# *The American Boy*

Detroit

Michigan



Section of Map showing retail shopping areas. Complete set of maps for entire country in the new enlarged edition.

—Price \$7.50

## 679 Retail Trade Areas.. Tax Returns by Counties

*in this new book of market statistics*

FOR executives planning sales operations—arranging quotas—estimating markets—the new edition of "Population and its Distribution" contains 400 pages of invaluable market data.

The first edition was published fourteen years ago to meet the demand for accurate market information. The new fourth edition has been completely re-

vised and expanded, including two complete sets of maps full page size and many statistics never before available in book form.

This new book contains—

*679 Retail Shopping Areas*—The retail buying areas of the entire country are given—together with a complete set of maps showing each area according to its *commercial* rather than *political* boundaries.

*Income Tax Returns*—Tables and maps showing tax returns for every county in the United States arranged for ready comparison with population figures for the same county.

*Retail and Wholesale Dealers*—A new compilation made for this book covering eighteen trades by states and cities—including hardware, grocery, drugs, automotive, etc.

*Chain Stores*—The number of chain stores in every city over 25,000 is listed. The first compilation of this kind ever published.

*1925 Population Figures*—Latest figures based on state censuses and Federal estimates. The population of cities and towns in each state is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

---

J. Walter Thompson Company, Dept. R.  
244 Madison Ave., New York City

I enclose \$7.50 for the fourth edition of "Population and Its Distribution."

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

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# Over 100,000 Trade-Mark Registrations Ought to Be Cancelled

With a Total of 225,000 Registrations, It Is Becoming Increasingly Difficult to Find an Original Mark

*Washington Bureau  
of Printers' Ink*

SEVERAL weeks ago, an applicant for registration reported to the trade-mark division of the Patent Office that he had conducted eleven searches, each combining three marks, before he found one which was desirable and which promised validity for registration. Another case involved twenty-six searches before a registrable mark could be found and similar instances are numerous. These experiences point to a condition that will ultimately prevent the registration of a great many desirable marks unless it is corrected.

The extent of this condition is indicated by the fact that there are now approximately 225,000 registrations of trade-marks in the files of the trade-mark division. During the last week of May, the division handled 921 cases, which is the record for a single week. Of the total number of registrations, not more than 5 per cent represent trade-marks which are nationally advertised. Probably not more than 20 per cent are generally known to the public or any appreciable part of the public, and it is estimated that fully 50 per cent might be considered dead.

Every year trade-mark attorneys find it more difficult to secure registration of the marks brought to them by their clients. In literally thousands of cases, good marks are not used, or they are denied registration, merely because they have been pre-empted by producers or distributors who are not using them. A few manufacturers of fashion goods have adopted the practice of registering a number of trade-marks every year. These are really names for new fashion products, and when the fashion changes the mark is dropped by the manufac-

turer, but it still remains in the files of the trade-mark division and its registration prevents any other manufacturer in the same or an allied line from adopting it for his goods.

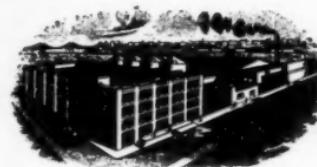
It is proposed that the Vestal Bill be amended to provide for the cleaning out of registered marks which have not been in use for five years. Some strong arguments in favor of this were presented to the House committee when the bill was up for hearing; but just what the special committee of attorneys who have the bill in hand for revision will do in this regard is not known at this time. The bill has a long way to go before it becomes a law, and in the meantime the problem of lost marks and the handicaps they offer to trade-marking can best be solved by the owners of marks themselves.

Probably, the new law will provide that a bona fide use of five years as a trade-mark, of an otherwise unregistrable mark, will constitute a secondary meaning sufficient to warrant registration. This will bring a great many marks under registration that are now withheld. It will tend to offset the throwing out of marks unused for five years, if such a provision is included in the Vestal Bill. And it will still leave a solution of the problem largely up to the owners of trade-marks.

## PATENT OFFICE CAN'T CIRCULARIZE

It has been suggested that the trade-mark division circularize all owners of registered marks and request that those marks which are not in use be withdrawn by their owners. This would undoubtedly result in much good; but the law under which the Patent Office operates would not allow any such activity. The duties of the trade-mark division of the office are clearly outlined by the

PAINTS VARNISHED ENAMELS STAINS PUFFY LIQUID AND PLASTIC ROOFING CEMENTS



**Steelcote**  
Manufacturing Co.

GENERAL OFFICES AND FACTORIES  
TERESA AND CLOUTIER

St. Louis

May 29, 1926.

IN REPLY REFER TO  
S-R-5/29/26.

The Des Moines Register and Tribune,  
Des Moines, Iowa.

Gentlemen:-

Before starting to introduce Steelcote Rubber Auto Enamel in Iowa we made a careful survey of the newspapers and decided to concentrate our advertising in the Des Moines Sunday Register.

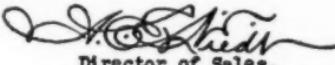
Our first advertisement which appeared Sunday, May 2, listed the names of four dealers who were handling Steelcote Rubber Auto Enamel. By Sunday, May 23, this list had grown to include forty-nine dealers, and we expect it to be much larger before the campaign is finished.

We have been amazed at how thoroughly the Des Moines Sunday Register covers the Iowa field. Wherever our representatives travel in the state we find the dealers enthusiastic for advertising in the Sunday Register.

Not only have we obtained desirable dealer connections in Iowa, but the motoring public has also grasped the merits of our new automobile finish, and sales are growing at a gratifying rate.

Yours very truly,

STEELCOTE MANUFACTURING COMPANY

  
M.C. Kieft  
Director of Sales.

**Steelcote**  
Wear the Steel™

In 801 Iowa cities and towns  
**The Des Moines Sunday Register**  
 reaches from one-fifth to nine-tenths  
 of the families

law, and there is nothing which would warrant the circularizing of owners.

If relief is to come through the passage of the Vestal Bill, or similar legislation, it may be two or three years in the future, and, at best, it will not offer a complete solution of the problem. The other day, one of the officials of the trade-mark division, in discussing the subject, said that if the owners of unused marks would take the trouble to cancel their registrations the work of the division would be greatly simplified and the service made considerably more valuable to industry.

Strangely, the average owner of an unused registered mark appears to believe that his registration has large potential value, when in reality the only value the mark has is in its application and use. Therefore, the vast majority of the dead marks or lost marks in the registration files are not only worthless to their owners but they serve as a barrier to legitimate merchandising and advertising.

As a means of immediate relief, the trade-mark division recommends that all owners of unused marks cancel their registrations. Many of these marks are so common in their essential features as to be fairly near public property anyway. These are marks consisting of stars, diamonds, crescents, idealizations of fruits, pictures of animals and the like, and they should be allowed to be made into combinations.

The owners of registrations of fashion marks that are not in use have absolutely nothing to lose by cancellation. Their competitors certainly would not adopt as a trade-mark a name that had been used for a discarded fashion, and only distributors of unlike merchandise would benefit. As it is, the examiners, when they search the files, refuse to register a mark if the same or a similar mark is registered under the same classification of goods. The examiners have no way of knowing whether a mark is being used and it would make little or no difference if they had.

The best and quickest way of releasing about 100,000 registered marks for the use of manufacturers is through voluntary cancellation. This fact offers an excellent field of endeavor for trade associations, advertising clubs, and other commercial organizations.

The procedure is very simple. All that the owner of an unused registered mark has to do is to send a written request to the trade-mark division that his registration be cancelled. He should give his reasons for this, and if he states that his cancellation is for the purpose of offering the mark to the public there is no doubt about the acceptance of the cancellation on the part of the division. All that this costs is a little time and effort necessary to dictate a letter and a two-cent stamp. The benefits to industry that accrue will be in direct proportion to the number of owners of unused marks who are public spirited enough to relinquish an ownership which is worthless to them.

In next week's issue of *PRINTERS' INK* this subject will be discussed in further detail by a number of prominent trade-mark attorneys.

### Jell-O Account with Young & Rubicam Agency

The Jell-O Company, Le Roy, N. Y., has placed its advertising account with Young & Rubicam, advertising agency, Philadelphia and New York.

The advertising of the products manufactured by the Jell-O Company is now being directed at the offices of the Postum Cereal Company, Inc., New York. This will include the purchase of printing and lithographic material.

### "No-Mo-Nox" to Be Advertised

Frier-Sturges, Inc., St. Louis, maker of "No-Mo-Nox," a chemical for reducing carbon in automobile motors, has placed its advertising account with the Yost Advertising Company, St. Louis. Newspapers and direct mail will be used.

### Perfume Account for Pedlar & Ryan

Fioret, Inc., New York, perfumes, has appointed Pedlar & Ryan, Inc., New York advertising agency, to direct its advertising account. Magazines are being used.

More Than One Half Million Wisconsin Readers Every Day

# 75% Exclusive!

SIX of the eight fruit packers and canners who advertised in Milwaukee papers during 1925 used The Milwaukee Journal exclusively to thoroughly cover and sell the rich Milwaukee-Wisconsin market at the *lowest possible advertising cost per sale!*

**CALIFORNIA FRUIT GROWERS' EXCHANGE**  
(*Sun-Kist Oranges; Sun Kist Lemons*)

**CALIFORNIA FRUIT & APRICOT GROWERS**  
(*Sunsweet Prunes*)

**FLORIDA CITRUS EXCHANGE**  
(*Sealdsweet Oranges*)  
(*Sealdsweet Grapefruit*)

**SKOOKUM PACKERS CORPORATION**  
(*Skookum Apples*)

**STANDARD FRUIT & STEAMSHIP CO.**  
(*Bananas*)

**SUN-MAID RAISIN GROWERS' ASSOCIATION**  
(*Sun-Maid Raisins*)

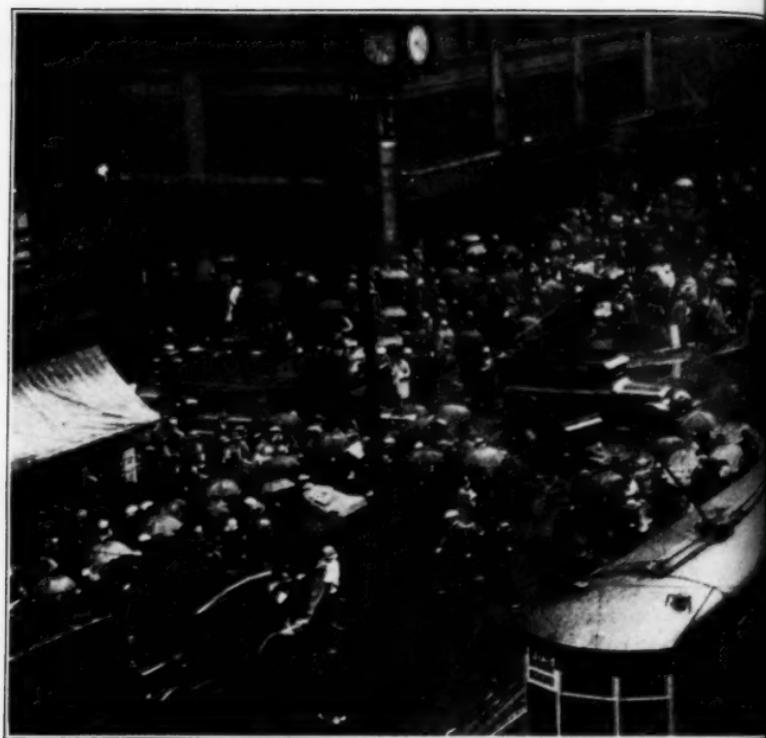
The two remaining advertisers, The American Cranberry Exchange and The Fruit Growers' Canning Association, invested far more of their appropriations here in The Journal than in the other *two Milwaukee papers combined!*

In this market you, too, need only *one newspaper*—

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families

# Local Business Mak



*How far from the city in  
is reader interest extended?*

CHICAGO local advertisers are certainly not averse to getting business from territory outside of the 50-mile zone—yet looking to profit-from-advertising they advertise more in The Daily News, with 94% of its circulation in Chicago and suburbs, than in any other Chicago daily paper.\*

The fact is that local advertising gives a newspaper its advertising interest—the interest through which national advertising is assured a reading. When local advertising is essentially complete, as it is in The Chicago Daily News, circulation concentrated in the

**THE CHICAGO DAILY NEWS**  
*First Chicago*

# Take the "Profit Area"



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**a newspaper is published  
its advertising contents?**

local trading area is a paying investment for the national advertiser. He pays for circulation in the "profit area"—and there only.

\*Chicago local display advertising in agate lines, first five months of 1926:

The Chicago Daily News.....	6,077,463
Second daily paper.....	4,359,548
Third daily paper.....	3,974,172
Fourth daily paper.....	1,881,283
Fifth daily paper.....	1,439,888

**DAILY NEWS**  
Firstago

July 1, 1926

# Paving the way for more sales of farm equipment in



**W**HILE it is true that advertisers in selecting their markets must be guided by the wealth of the states, they must be equally guided by another factor . . . the progress being made in farm methods. Modern farming, better livestock, tested seed, and improved cultivation mean more buyers of advertised products! A good index to the amount of effort being devoted to improvements on the farm is the number of County Agents in each state. Note that Oklahoma stands fourth among the leading agricultural states in counties having County Agents! This prosperous farm market has only one farm paper, The Oklahoma Farmer-Stockman.

State	Counties	Agents	Per Cent	Rank
Iowa	99	99	100	1st
Illinois	102	95	93	2nd
New York	62	55	88.7	3rd
Oklahoma	77	65	84.4	4th
California	58	43	74.1	5th
North Carolina	100	74	74	6th
Wisconsin	71	48	67.6	7th
Minnesota	87	58	66.6	8th
Texas	254	155	61	9th
Missouri	115	50	43.4	10th

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
*Oklahoma City*

Ralph Miller  
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# This Business of Taxing Advertising

A Real and Imminent Danger to Advertisers and Advertising Mediums  
That Arises Out of the Ignorance of Legislators Concerning the Value of Advertising

By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers, Inc.

**W**RITING in these columns some weeks ago,\* H. A. Barton told amusingly of his difficulties in justifying advertising to a group of otherwise intelligent men whose minds were trained in chemistry rather than in economics. Mr. Barton made the point that he believes it incumbent upon the American Association of Advertising Agencies and the Association of National Advertisers to correct existing fallacies regarding advertising and to straighten out the thinking of the public, misled as it is, by "the local oracles, the successful self-made and a host of other 'wet-blanket' unbelievers." He very properly pointed out that we can prove nothing "except by dealing with the known facts, with *all* the facts and by adding the accumulative weight of statistical evidence until the principle or conclusion is finally evolved and reduced before our eyes to a self-evident truth," and propounded the question, "just what is to be proved?" I should like to suggest that advertising has a very real need of proving its case, not to the public at large, but to that portion of the public which gets into our legislative bodies and starts to monkey with the laws affecting business.

Advertisers, agencies and other advertising interests can, of course, attempt to teach the general public the precise reasons why advertising reduces the cost of goods. But that is a long and a difficult job. Mr. Barton found how difficult it is even when you can command the undivided attention of trained men for hours at a stretch. I can testify, too, to the tenacity

with which the human mind clings to the notion that *somebody* pays for advertising—it must be the consumer. To be sure, my experience has not been with auditors of the type of Mr. Barton's chemists, but with State legislators who had in contemplation bills to tax advertising expenditure.

It seems to me that, so far as the general public is concerned, advertising has been wise in resting its case upon the greater value of advertised goods, rather than in attempting to explain just *why* advertising makes those goods better.

#### WHY ADVERTISED GOODS ARE BOUGHT

For the general public's course of action is limited to buying advertised goods or to buying unadvertised goods. And the general public, for all it may not be able to rationalize its preference, prefers advertised merchandise. The man in the street may, if he is pressed for an answer, get no farther than that advertising is included in the cost of goods, and hence that he as a buyer of advertised goods probably pays the cost. But the man in the street buys advertised goods and continues to buy them in spite of the half-baked Socialists and the not-disinterested makers of unadvertised goods who keep telling him advertising is waste. Why? Because by-and-large and quality-for-quality, advertised goods are cheaper, more convenient, and more reliable. And they will continue to be so just so long as advertising is an efficient means of cutting distribution costs and to just the degree that it cuts those costs. I do not think the inability of the man in the street to comprehend the economics of advertising has an im-

\* "What the Public Does Not Know about Advertising," PRINTERS' INK of May 27, page 3.

portant bearing upon the total consumption of advertised goods.

It is when this man gets into our legislatures, however, and starts to make laws taxing advertising that we ought to get distinctly worried. For in so doing he can hinder very materially the effectiveness of this branch of distribution effort. His ability to tax an economy expenditure can be reflected disproportionately in the increased cost of advertised goods.

Advertising itself, properly conducted, can and does operate to reduce other costs of distribution out of all proportion to its own cost. Advertising, properly conducted, can and does make possible economies in mass production and economies in mass distribution which act to reduce the ultimate cost of goods.

But taxation, superimposed upon advertising, confers no benefit upon the advertiser or upon the consuming public. Taxation does not make advertising any more effective. Taxation does not make selling any easier or quicker, or reduce the time, amount and cost of warehousing, management, interest, insurance, rent, or other overhead charges which enter into the cost of distribution and eventually into the cost of goods.

#### TAXATION INCREASES COST

On the contrary, taxation of advertising tends to increase these otherwise reducible costs out of all proportion to the amount of the taxation itself. An ounce of emery grit in the lubricant of a machine can add tons of friction to the total load of that machine. Taxation of a lubricating activity (and that is what advertising is) can slow down the whole machinery of manufacturing and distribution, to a point where the burden upon the ultimate consumers of goods is infinitely greater than the amount reaped by the State in taxation.

Nevertheless, proposals to tax advertising are neither new nor infrequent. The hysteria of wartime brought forth proposals to tax publication space. These were promptly and effectively combated by advertising men representing

not only publications, but every other interest as well, and were harried to a deservedly early death.

Since that time, however, we have seen the introduction of innumerable laws to tax advertising expenditure, and the enactment of altogether too many of them. State and municipal bodies have been the chief offenders, as witness the laws to tax outdoor advertising now in existence in Connecticut and Vermont and in many cities, and the inclusion of advertising pictures in the Connecticut taxation of motion picture film. But Congress itself has not been above making business mail support the expense of franked and penalty matter and of the uneconomically conducted rural routes.

The widespread and artfully encouraged demand of women's clubs for less and quieter outdoor boards has spurred many law-making bodies into hasty, and in some cases unconsidered, legislation. Those violent objectors to outdoor panels who looked for legal abolition of their pet nuisance, have, indeed, been balked by encountering the well-known guarantees of life, liberty, etc. But other makers of rules and regulations have thought to tax the outdoor panel out of existence, or at least to tax it into comparative invisibility. Hence, license taxes, inspection taxes, taxes by the linear foot, taxes by the square foot or just plain taxes.

The effect of such taxation, if any, has been the reverse of that which was intended. For taxation, by making panels more expensive, forces them to be just so much more effective. That is, it makes it necessary for them to shout louder in order to earn their keep. Heavily taxed panels are no longer useful in inconspicuous locations. They must appear in prominent places or not at all. They must strike the observer smack in the eye, or they are not bought by advertisers. The net result of taxation has been to make outdoor panels both more expensive and more visible.

I do not propose to argue against regulation of outdoor panels, or indeed in favor of any medium of

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advertising. Aside from calling attention to the splendid voluntary work of the outdoor advertising interests in cleaning their own house, I pass by the question of outdoor advertising regulation.

For the important thing to advertisers and to all men in the advertising business is the tendency of certain legislators to regard advertising expenditure as fair game for taxation.

Interesting as showing the tendency to consider the outdoor advertising tax purely as a revenue measure, was the attitude of the Connecticut House of Representatives, which referred the 1925 bill on that subject (No. 431) to its committee on finance. Even more enlightening is the view of an official of the same State who, in reply to an inquiry whether it would not be wise to exempt advertising films from taxation on the ground that they are an accessory means of distribution and that a tax thereon would act as a brake on prosperity, wrote:

. . . I cannot see where the State of Connecticut should gratuitously aid in the circulation of films for advertising purposes any more than publications gratuitously disseminate material for advertising purposes. It is always expected that an advertiser shall pay for the promotion of his selling schemes, and I cannot see why, if he chooses to adopt a motion picture film for the purposes, he should expect the State of Connecticut to aid him to the extent of remitting a tax it has imposed on such films.

I have no objection, of course, to the belief of your association that the payment of a tax increases the cost of the things it has to sell; I think the same thing holds true in the matter of charges imposed by publications for the use of their advertising space.

Now to me that man's attitude toward advertising seems infinitely more dangerous than the half-formed belief of the general public that advertising adds to the cost of goods. For he and thousands of others like him, making or administering State, municipal, and even Federal laws, are in a position to do a very comfortable injury to the business of manufacturing and distributing goods.

It is he who confronts us when we ask ourselves, as Mr. Barton suggests, "Just what is to be proved?" The case for advertis-

ing is to be proved to these men who, in the fallacious assumption that advertising is economically unjustified, attempt to tax advertising expenditure.

We who are engaged in selling advertised goods or in the preparation of the advertising by which those goods are sold, we whose continued usefulness depends upon the efficiency of our business, cannot afford to allow the principle to be established that advertising is a taxable expenditure. We cannot allow to go unchallenged the express or implied statements of legislators that advertising is a wasteful expenditure.

#### FIRST TEACH THE LEGISLATORS

Advertising can afford, I think, to rest its case with the public upon the general merits of its goods. But with the legislators it has got to prove its case by logical argument and citation of specific cases. It has got to justify its existence by demonstrating in no uncertain terms the fact that it is a producer of real economies. And this proof it has got to make—if the proof is to be effective—in the startlingly near future.

Already there are too many laws on our statute-books taxing one form or another of advertising expenditure. This year, with only nine of our forty-eight State legislatures in session, there has been a crop of measures which, for the most part, have been defeated. Next year, with forty-four State bodies at work, we may expect a flood of legislation which will need the most active kind of opposition if it is to be effectively stopped.

This is no time for one medium of advertising to hold aloof because it is not involved in current legislation. It is a short-sighted man who can view with satisfaction, or even with indifference, the taxation of a competitor.

None of us knows which medium will come in next for its share of attention by the lawmakers. We are all involved, because our business depends upon the continued efficiency of advertising. We are all concerned because we cannot afford to allow it to be es-

tablished that advertising is fair game for taxation.

The Association of National Advertisers is preparing its case. We are flatly against all forms of taxation of any means of advertising. We hold no brief for any medium. We will fight for any one of them that may be threatened with taxation. For advertisers will be sure to suffer, no matter what medium is victimized. But we will not be the only losers. Every advertising interest will be damaged if legislatures get the habit of taxing advertising. We have much evidence to prove that advertising reduces distribution costs. We are gathering more. And we will welcome the co-operation of any organization, of any concern, or of any individual in advertising who will help us establish this case and who will make a fight with us against the taxation of advertising expenditure.

### Toledo "Blade" Sold to Paul Block

The Toledo, Ohio, *Blade* has been sold to Paul Block, publisher of the Newark, N. J., *Star-Eagle*, the Duluth, Minn., *Herald*, the Lancaster, Pa., *New Era*, and the Memphis, Tenn., *News Scimitar*. Mr. Block is president of Paul Block, Inc., publishers' representative.

### C. R. Wiers Starts Own Business

Charles R. Wiers, assistant vice-president of the National Shawmut Bank, Boston, has resigned to start his own business as letter counselor, at Newton Centre, Mass. He had been in charge of sales of the De Long Hook & Eye Company, Philadelphia, for five years.

### New Account for W. I. Tracy Agency

Alice Foote MacDougall, New York, coffee and pottery, has appointed W. I. Tracy, Inc., New York advertising agency, to direct its advertising account. Newspapers and magazines will be used in separate campaigns on coffee and pottery.

### Advanced by Olmstead, Perrin and Leffingwell

Laurence Riker, assistant secretary and treasurer of Olmstead, Perrin and Leffingwell, Inc., New York advertising agency, has been elected secretary and treasurer.

### Mason Fibre Account for Williams & Cunningham

The Mason Fibre Company, Laurel, Miss., and Chicago, which is about to market a new insulating lumber, has appointed Williams & Cunningham, Inc., Chicago advertising agency, to direct its advertising account. Trade papers are being used at present in an introductory campaign for the new material which has not yet been named. Advertising in architectural and contracting publications is expected to follow with a dealer and consumer campaign in the fall.

### Baking Soda Account for Dorrance, Sullivan

The Church & Dwight Company, Inc., New York, manufacturer of Arm & Hammer and Cow brands of baking soda, has placed its advertising account with Dorrance, Sullivan & Company, New York advertising agency. A six-month newspaper campaign will be conducted throughout the New England States. The campaign will feature other uses of baking soda as well as its culinary uses.

### Reed L. Parker, Vice-President, Dyer Agency

Reed L. Parker, who has become Western manager of the Chicago office of The George L. Dyer Company, Inc., is associated with this agency in the capacity of vice-president. He has been engaged in the advertising business over a long period of years as agency executive and merchandising and advertising counselor. For many years Mr. Parker was with the Chicago *Tribune*.

### Cuba to Advertise to Tourists

The Cuban Government has placed \$250,000 at the disposal of the recently created National Tourists Commission of Cuba, which will be used to advertise the various attractions that Cuba has for tourists. A campaign in magazines and newspapers throughout the United States will be started in the fall. The Tampa office of The Caples Company, advertising agency, has been appointed to direct this advertising.

### P. J. Massey, Vice-President, W. F. Hall Printing Company

Peter J. Massey, in charge of production of the W. F. Hall Printing Company, Chicago, has been elected vice-president, succeeding the late Edwin M. Colvin, whose death was reported in a recent issue of PRINTERS' INK.

### W. R. Stewart with "Time"

William R. Stewart, formerly Western advertising manager of *Smart Set*, New York, and *McClure's Magazine*, has joined the Chicago staff of *Time*, Cleveland, as advertising representative.

# The Door to Philadelphia Is through The Evening Bulletin



**H**ERE is your chance to analyze a great newspaper's circulation at first hand. When you come to Philadelphia you will see that *The Bulletin* is the door to the Philadelphia market.

In homes where you are entertained—wherever you go—you will notice that "In Philadelphia nearly everybody reads *The Bulletin*."

Philadelphia's city and suburban population exceeds 3,300,000. A copy of *The Evening Bulletin* reaches practically every family in Philadelphia, Camden and Suburbs daily.

**533,169 copies daily**

# **The Evening Bulletin.**

PHILADELPHIA

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*In the New York  
market • • for quick  
sales and lots of them,  
use the NEW YORK  
EVENING JOURNAL*

Time after time, in the past, merchandisers have balked at entering the New York market—deterred by its size, its supposed difficulties, and their own ignorance of trade conditions there. The New York market has seemed to many manufacturers a sort of golden dream, desirable and yet remote, something fabulously rich and unattainable.

***The world's richest market***  
It remained for the *New York Evening Journal* to explode this fallacy. The *Evening Journal* has proved again and again, by the test of actual accomplishment, that it can put a new product into the New York market, and not only sell it, but sell it quickly and repeatedly. It has proved, by the truest of all methods, that its advertising columns command the gateway to the greatest single market in the world.

The New York market—the fifty-mile area surrounding Manhattan—has 9,000,000 consumers, more than there are in twenty-eight large American cities combined! Here is the financial heart of the nation,

with a greater total wealth than that of six large mid-western states. Here are the finest distribution facilities, the most highly organized trade channels in existence.

This is the market which the *New York Evening Journal* offers you—a compact, condensed, and yet incredibly rich field, which is constantly growing. Its 9,000,000 consumers need and buy hundreds of millions of dollars' worth of goods yearly. They purchase often and pay a good price. This trade is the most valuable in America. It belongs to those who have the enterprise and the brains to capture it.

***Commanding circulation***

The secret of capturing new trade lies in good advertising. And the whole effect of good advertising is conditioned upon the number of people who read it. The *New York Evening Journal* has a circulation of more than 700,000 daily—more than the next two evening papers combined plus 100,000—at 3c a copy daily and 5c on Saturday! For twenty-seven years the *Evening Journal* has led all other New York evening papers in circulation. The *Evening Journal* printed more Department Store and Women's Specialty Shop ad-

vertising during 1925 than any other New York evening newspaper or morning and Sunday newspaper combined.

*Complete coverage*

Every day the *New York Evening Journal* is taken into more than 700,000 homes and read by approximately 2,000,000 people. In the Borough of Brooklyn alone—a community of 2,240,000 people—more Brooklyn editions of the *Evening Journal* are sold than all the Brooklyn newspapers combined! In all, at least 3,065,000 consumers out of the 9,000,000 in the Metropolitan trading area—*more than one-third*—live in homes where the *New York Evening Journal* is read daily.

Nothing takes the place of circulation. And the *New York Evening Journal*, with its commanding circulation in the fifty-mile area comprising Metropolitan New York, holds a unique and unassailable position as the key to this great market. Its widespread and complete distribution; its close touch with trade and merchandising conditions; above all, the public loyalty and confidence which it enjoys, stamp it at once as the outstanding advertising medium in its field.

Write, wire or phone to 2 Columbus Circle, New York City, for our representative to give you

complete data on the New York market, and how to win it.

*What the New York  
Evening Journal did for  
"Canada Dry"*

"Canada Dry" Ginger Ale, one of the greatest successes in modern merchandising, was introduced four years ago in the New York market with color pages in the *New York Evening Journal*. The makers of this popular beverage in the accompanying letter express their appreciation of the big results obtained.

June 3, 1926.

Dear Sirs:

We are now starting in our fourth year of advertising in the *New York Evening Journal*. The results obtained from the color pages run in your magazine section for "Canada Dry" Ginger Ale have demonstrated to us very forcibly the strength of the *New York Evening Journal* in selling this product in the New York market.

When "Canada Dry" was a new drink to New Yorkers, the dominance we gained from our advertising in the *Evening Journal*, and the help given us by your Merchandising Department, were considered a big factor in the immediate success of this successful product.

success of this successful product.  
Since that time we have consistently  
advertised in the *Evening Journal* and  
feel sure that we will continue to have  
the same gratifying results in the future  
as in the past.

Very truly yours,  
PARRY D. SAYLOR,  
President.

**CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 696,447 DAILY, NET PAID**

# NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation  
... and at 3c a copy daily, 5c Saturday*

*New York Office: 2 COLUMBUS CIRCLE, New York City*

### *Chicago Office*

913 Hearst Building, Chicago, Ill.

Detroit Office

General Motors Bldg., Detroit, Mich.



## The Home Newspaper Sells The Home Purchasing Agent

*The Detroit News Leads In Every Class of Advertising Dependent on Home Reading*

In every class of advertising conceded by all advertisers to be dependent on home reader interest for results, The Detroit News during the first five months of 1926 carried more lineage than either of the other two Detroit newspapers, and in most cases more lineage than both other media combined.

In total advertising The News likewise carried more lineage than the other two media combined. During the first five months of 1926 The News led all other newspapers in America in total advertising.

# The Detroit News

The HOME Newspaper

335,000 Sunday Circulation; 320,000 Weekday Circulation

# A Purchasing Agent's Do's and Don't's for Salesmen

Little Things, but Important Because They Make or Break Sales

By Kirke H. Taylor

General Purchasing Agent, The Illinois Glass Company

**I**F every sales manager could have a few years' experience as a purchasing agent before he undertook his sales work, there are a number of do's and don'ts which he would impress upon every salesman in his department—little things, many of them, but important because they make or break the salesman when the competition is keen.

If you were one of this sales manager's men, he could tell you that you should wait for the man on whom you are calling to offer his hand before offering yours.

Take your prospect's hand firmly, as if you enjoyed shaking it, but don't try to use it for a pump handle or act as if you were trying to squeeze an order out of it. Salesmen have squeezed my hand so hard that when they let go of it I wondered if I would ever again be able to use it to sign an order.

Don't walk into the buyer's office with a cigar sticking out in front of you like a soldier's bayonet.

Go to the purchasing department and sell your proposition to them. Don't slip in the back door and try to sell it to the man you think is going to use it.

When you enter the company by the back door, you arouse the antagonism of the purchasing department by your indirect insinuation that they will not give you a square deal unless some other department forces them to. If your product is better adapted to its needs than your competitor's product, or if you have a specialty which will save money for the company, the purchasing department is just as anxious to buy it as is any other department.

Listen to your prospect's troubles if he chooses to tell them to you.

He has enough of them so that you won't have to share yours with him. Sympathize with him, but don't tell him yours in the hope that he will sympathize with you. Tell your prospect about your proposition. It may interest him enough to make him buy it.

Don't try to teach the buyer anything. He might resent it. Tell him, explain if he asks, influence him if you can, but avoid letting him know that you know more than he does.

Don't knock. This may mean your competitor, his goods or his salesmen. Tell your own story and forget that competition exists, when trying to sell your goods. The knocker soon becomes a sympathy seeker, and for either the world has little use.

## TELL THE TRUTH

Tell the truth in all your business dealings. Not necessarily the whole truth. That is a matter of judgment or inclination. But don't lie about anything as part of your argument. Sooner or later it may come to the surface and will never be forgotten. It's bad business as well as bad morals.

Don't forget that the buyer's first impression of you may be a lasting impression. If you want to learn what it is, you may find out the second time you call on him. His attitude then is very likely to reflect what he thought of you the first time. Should he, by chance, have gained a wrong impression, subsequent visits may dispel it. While judgments are usually and naturally formed on first impressions, they may be wrong so far as you are concerned, and it is up to you to prove it. Your whole success with the buyer may hinge upon this proof.

Don't ask the buyer to tell you

what your competitors have bid—it's none of your business. What the buyer wants from you is the very best price that you are in a position to make regardless of what price your competitors have quoted.

When you have made a bid on an inquiry, stick to it. When you lean over the buyer's desk and say, "Give me a ring before you place that order and if anyone under-bids me, I will see if I can meet it," you are telling the buyer that you were not truthful when you said that your bid was the best price you could possibly make.

Don't offer a money-back guarantee. When you offer the purchasing agent his money back "when and if he wants it," you admit that you do not expect him to believe all that you have told him about your product and your house, so he discounts everything you have told him.

Know all about your line. That means a great deal more than just knowing your product. It means knowing the policies and resources of your house. It means knowing your competitor's product and the policies and resources of his house as well as you know your own. It also means knowing the history and traditions of the industry as well as the practices which prevail in it.

If you do not know these things, you are very apt to tell something you do not know to someone who will tell you you do not know.

If a question comes up about which you are not positive as to your facts, say so, rather than place yourself in a position where the buyer will know that you are talking on a subject with which you are entirely unacquainted.

Just a few weeks ago, a salesman called on me, representing a house which acted as distributor for a material of which we happen to be one of the largest users in the country. When he told me whom he represented, I said that we were in the habit of dealing with the principals.

"Oh, but you could not buy direct from the manufacturers in

this case because we are their sole distributors for this territory," was his rejoinder.

It happened that for more than ten years we had been dealing direct with the manufacturer who was represented by this salesman's house. You could hardly expect me, as a buyer, to have any further confidence in what that salesman had to say.

#### LUNCHEON ETIQUETTE

Don't ask a buyer to go to lunch with the idea that you will place him under obligations by paying for his lunch. If you are on friendly terms with him and want to invite him to lunch in the same spirit and on the same terms that you would invite any other friend to lunch, all right. The moment you ask him with the "No order, no lunch" idea even remotely concealed in the back of your mind, the buyer will sense it and resent it just as much as he would resent an offer of any other bribe.

When you have lunch with a prospect, talk about anything but business until the prospect expresses a desire to talk business. The chances are that he will not do this until you are back in his office.

Friendliness and familiarity are not synonymous. Be friendly, but do not try to get familiar with your prospects.

Remember all you can about the men you call on, but don't try to use what you remember to impress them with the fact that you take a personal interest in them. The salesman who goes out of his way to find out something about the personal affairs of his customers and then files this information for use on his next call only succeeds in making the buyer laugh up his sleeve. If your personal interest in the buyer is genuine, he will feel it without the necessity of impressing it upon him.

When a buyer tells you that he will consider your proposition and let you know, give the P. A. credit for having a tickler system which will remind him of his promise. Perseverance is a good quality in a salesman until he

It takes courage, foresight, energy and vision—and time—to build a newspaper to a position of unchallenged leadership in its field.

Since 1869, many excellent newspapers have come and gone in Indianapolis, but The News has risen steadily higher year after year in public esteem and in public service.

In these days it takes a spirit of restless energy and youthful enthusiasm and progress to keep the older institutions in the front rank they have won in the past. The leadership of The News in its field is increasing with the years—in circulation, in advertising volume, in service to its public.

## The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York—Dan A. Carroll, 110 E. 42nd St.

Chicago—J. E. Lutz, The Tower Building

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carries it to the point where he becomes a nuisance to the buyer. Then, it is apt to kill sales.

Some of the younger salesmen make the mistake of memorizing their sales talks. There may be only a half-dozen things which you want to know about these men's propositions before you decide to buy or not to buy. However, when you interrupt these poll parrots with questions about the things you want to know, you throw them clear off their track and they have to go back to the exact word at which they left off and recite the entire talk.

Finally, don't be sarcastic if you lose the order. The man who departs with a remark to the effect that, "Oh, well, you would not give me any business regardless of what my price was," labels himself as narrow-minded and a poor sportsman—a label which does not make it any easier for him to get that buyer's next order.

### Financing Account to Hawley Agency

The Commercial Investment Trust Corporation, New York, financing corporation, has placed its advertising account with the Hawley Advertising Company, Inc., New York.

Louis S. Frank, assistant vice-president of the Commercial Investment Trust Corporation, New York, who has been in charge of sales and service, is now director of publicity for that corporation.

### W. H. Mann to Leave Marshall Field

William H. Mann, general manager of the wholesale department of Marshall Field & Company, Chicago, will resign on July 1. He has been with that company for the last fourteen years, formerly as assistant general sales manager. At one time Mr. Mann was with *Munsey's Magazine*.

### Chicago "Evening American" Advances W. M. McNamee

William M. McNamee, who has been a member of the advertising department of the Chicago *Evening American* for a number of years, has been appointed director of advertising.

### Audit Bureau to Meet

The Audit Bureau of Circulations will hold its thirteenth annual convention at the Hotel La Salle, Chicago, on October 21 and 22.

### R. T. Bayne, President, Duluth "News Tribune"

Reed Taft Bayne, who has just purchased the holdings of James E. Rockwell in the Duluth, Minn., *News Tribune*, has been elected president of the News Tribune Company and editor of the newspaper, succeeding Mr. Rockwell. Ray D. Handy retains his interest in the paper and his position as treasurer and general manager.

J. H. Jordan has been named business manager and advertising manager.

Mr. Rockwell has purchased a newspaper in the East but the name of the paper will not be announced until he takes active charge within a month. Charles R. Adams will be associated with Mr. Rockwell in his new enterprise.

### Oyster Campaign to Be Increased

The results of the advertising campaign last season of the Oyster Growers' and Dealers' Association of North America, were so satisfactory that a greater campaign is planned for this fall. Magazines, business papers and direct mail will be used. The advertising account of the association has been placed with the Tauher Advertising Agency, Inc., Washington, D. C.

### O. C. Harn Elected by New York Sales Managers' Club

The New York Sales Managers' Club has elected O. C. Harn, manager of advertising, the National Lead Company, president. R. D. Keim, director and general sales manager of E. R. Squibb & Sons, was made vice-president. The new treasurer is C. R. Acker, vice-president of the Brandt Automatic Cashier Company.

### George L. Sullivan Agency Officers Elected

George L. Sullivan has been elected president and treasurer of George L. Sullivan, Inc., New York advertising agency. Cary F. Denny has been made vice-president and Miss E. T. Rowlands, secretary.

### Buchanan-Thomas Agency to Direct Glass Cloth Account

Turner Brothers, Gladen, Nebr., maker of Glass Cloth, a substitute for glass in making hot-houses, has appointed the Buchanan-Thomas Advertising Company, Omaha advertising agency, to direct its advertising account.

### Boston Agency Sold to Livermore & Knight

The John Buchanan Advertising Agency, Boston, has been sold to the Livermore & Knight Company, Providence, R. I., advertising agency.

"As you already know, House & Garden has proved our best advertising medium; not only in the number of inquiries and returns, but also in the class of these returns."

—say Janes & Kirtland

In 1921, Janes & Kirtland used six quarter pages in House & Garden to advertise White House Kitchen Cabinets.

Results have warranted a substantial increase in space in House & Garden each succeeding year. Their present schedule calls for three full and nine half pages in 1926—five times their original order—a 400% increase.

Exceptional results, obtained for so many different types of advertisers, have brought to House & Garden the greatest endorsement a publication can receive—constantly increased advertising space.

# HOUSE & GARDEN

19 West 44th Street

New York City

One of the Condé Nast Group

All Members of the Audit Bureau of Circulations

# T There are near prospects for you

Think of Business Boston as a great compact city, really the fourth largest in the country. No such city appears on the official map or on the census list, yet such a city *exists*, and every national advertiser should know it!

There are more people per square mile in Boston than in any other city in the United States—New York excepted. It is the fourth richest market in the country. And one of the easiest to sell, once you know its secret!

### *The way to success in Boston*

The Boston market is a *divided* market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business Boston." You'll find it full of surprising and important information.



Harvard Square, Cambridge. Cambridge is really Boston. Only the slim Charles River separates these two historic towns. Yet in this community, listed as a separate municipality by the census, live 119,669 prosperous people, more than 26,000 families. Forty-two out of every hundred of these families read the Herald-Traveler.

Cambridge is only one of the 40 towns and municipalities that are within 15 miles of the center of Boston.

Advertis  
George A.  
Park A  
Sile P

# 2,000,000 people in BOSTON



## BOSTON HERALD-TRAVELER

Advertising Representative  
George A. McDevitt Company  
Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

July 1, 1926

*Announcing*  
THE APPOINTMENT OF  
**MERRILL C. MEIGS**

AS PUBLISHER

CHICAGO  
**HERALD and EXAMINER**

*Chicago, June 21, 1926*

# How People Walk into and through Stores

The Findings of This Survey Can Be Used by Manufacturers in Dealer Help Work

By Walter A. Bowe

Manager, Commercial Publications, Publicity Department, General Electric Company

[EDITORIAL NOTE: The information on which this article is based was secured through a mail investigation which took in a large number of retailers located throughout the country. Mr. Bowe tells us: "Extended answers were received from concerns in Los Angeles, New York, Kansas City, Mo., Houston, Texas and Brooklyn, N. Y. Most of these letters were two pages or more."]

There is a distinct need among retailers for information of this kind and it is our opinion that many manufacturers will be able to make advantageous use of at least a portion of this material in house magazines and other printed literature which is sent to dealers.]

DURING a recent retail study of sidewalk and store traffic, many facts of interest to manufacturers were revealed. Various types and sizes of stores, selling different classes of merchandise and located in large and small cities, were considered. Observations were made on five leading questions. These form the discussion that follows.

1. What effect does the relative position of entrances have upon the people who enter a retail store?

One condition seems to be accepted as fundamental by most store managers. Entrances must be easily accessible to passers-by. This thought seems to be founded on the theory that the time and energy of shoppers must be conserved. Sometimes, the convenience of an entrance is judged by its relative location to the line of least resistance from other stores, either adjacent or on the opposite side of the street. Transportation facilities, either for alighting from electric cars or buses, or for parking conditions, must also be considered.

Sidewalk traffic provides the most serious consideration. One corner store having entrances on both street sides, reports that although its entrance on the side street is only seventy-five feet

from the corner, the traffic through this entrance is only 10 per cent of that through the entrance on the main street.

Attractive entrances have also indicated their pulling power. The removal of steps and substitution of a ramp was also found to increase the number of people who entered. Locating the entrance in the centre of the show windows has had the double effect of increasing the traffic between those windows and of building up sales of the merchandise displayed in those windows.

Fifty feet seems to be the minimum frontage for two entrances. The number of entrances seems to affect the volume of shoppers, it having been discovered that, within certain limitations, the number of people entering a store varies directly with the number of entrances.

2. What effect does the relative location of aisles, counters, cases, tables, booths, etc., have?

Detailed attention is given to the construction and location of store display equipment. The trend seems to be toward lower shelves and a symmetrical arrangement. Most stores are striving to give the customer a clear view of the entire store from the entrance. This is naturally best accomplished by low shelving and cases, a minimum number of posts, straight aisles, and square corners.

Some distinction is made between those stores featuring bargains and those which generally observe an institutional character. The former find that they can attract attention to a display by deviating from their orderly arrangement. This is really an adaptation of the novelty idea as an attention-getter. Stores of this type seem agreed

that the use of tables in aisles requires adequate space on both sides. Tables are considered as a means of creating a busy appearance. In one case, it was found in a store 165 feet long, with eight tables in an aisle, that fifteen customers at these tables gave an appearance of activity.

The aisles leading in from the entrance should be wide and unobstructed, so as to eliminate congestion. Store executives are always alert for sections that hinder the free traffic of customers, because of over-crowded conditions. The same generous use of space should be made in the aisles near elevators. Because the aisle traffic determines the effectiveness of displays, end cases are generally recognized as being the most valuable.

### 3. What determines relatively the most effective location for the display of the most prominent merchandise?

As the effectiveness of a display depends upon the number of people who see it and also the possible appeal of the merchandise, these two thoughts run parallel in deciding upon the best space in the store. For both reasons, the first floor is ordinarily used for "accessories" or "pick-up" merchandise. These include toilet articles, notions, hosiery, and small items that are attractive and sell themselves. The male shopper is recognized as a paradox because he will not shop. In other words, to appeal to him the merchandise must be handy. From the number of stores which have their men's department on the first floor, it is evident that this thought is gracefully accepted.

In the smaller cities, there is a tendency to eliminate some of the upper floors. One store found it profitable to move the women's wear from the third to the first floor and leave the third floor vacant. This was found desirable in order to get a volume business on the merchandise.

The success of the bargain basement has been partly the result of easy access to that part of the store, either from the inside or outside of the building. In many

instances, it is as easy to get to the basement as to the first floor.

Considerable thought is being given to the location of related products. There is an apparent advantage in displaying merchandise near some other goods that has some connection in appeal or use. The tendency to this practice is increasing.

Competition is not overlooked in the placing of displays. Close attention to local conditions developed some very interesting uses of the space on the first floor of the larger stores. While there is no set observation that can be deduced, yet it is evident that the aggressive merchandisers realize that their friendly competitors may reveal trade tendencies or sales plans that merit either experiment or adoption.

### WHICH PART OF STORE IS BEST?

### 4. What is the relative sales importance of various parts of the store for displays?

This question must be considered in connection with the previous one. Of course, space on the main floor, without exception, is recognized as the best sales promoter. The consideration therefore involves the evaluation of the various parts of that floor. The centre seems to offer the best possibilities, because it is either passed by or visible to practically everyone who enters the store. Although the flow of the people as they pass through the store is acknowledged to be the greatest influence for any part of the floor, there is a general agreement that displays will attract people where their presence is desired.

The locations of departments near entrances are in many cases considered on the basis of the number of people who congregate in the entrances. One store that had an entrance near a theatre, received a very satisfactory and steady business from the location of the silverware department near that entrance. It was observed that many women made appointments to meet friends at this entrance before going to the theatre, and that while they waited they

## What Is Exclusiveness?

 CHARLES LAMB never collected first editions of books. "I collect tenth editions," he said "they are much rarer."

Like tenth editions, vast magazine circulations are rare, and TRUE STORY is one of six magazines in the United States to have achieved 2,000,000 or more circulation.

In addition, TRUE STORY has the larg-

est news-stand sale in the world.

If exclusiveness, as applied to a magazine's circulation means that it reaches an original, a larger and more productive market—then TRUE STORY is one of the most exclusive magazines ever published.

# True Story

*"The Necessary Two Million+"*

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**"GREATEST COVERAGE—LOWEST COST"**

browsed around. Apparently, the displays provided the women with suggestions for future gifts. The removal of that department to another part of the store, resulted in a loss of considerable business.

5. What can be done to influence people to follow the direction in which their presence is wished?

The use of attention-getting displays seems to be generally successful in attracting people. For this purpose, mechanical displays are very generally used. Unusual lighting effects have also been found to draw people out of their regular path through the store. This illumination is most helpful in connection with lighting effects on displays, and electric signs. While some stores are conscious of the overhead cost for some of these lighting installations, there seems to be a very general agreement that the increased business more than offsets the cost. Where unusual lighting effects are made a permanent part of the equipment, they create a considerable amount of discussion by customers outside of the store.

Special attractions are also used and found helpful in directing attention to specific departments. These attractions are also goodwill builders as well as sales makers.

There is a tendency on the part of some so-called quality stores, to carry less stock and devote smaller spaces to each department. This enables a customer to be more readily drawn to any department.

One store recently erected a building on a street back of its previous main entrance. This presented the problem of encouraging entrance to the store through the new building. To help accomplish this, the aisle men were instructed to direct customers so that they would find their way easily to either the old or new building. An advertising slogan, featured in all the publicity, calls attention to the advantages of using the new entrance. This has been supplemented by guideposts in the stores and careful instruction to all the sales people, in directing people to the various departments. These

efforts in controlling traffic have resulted in securing a number of customers who were confused previously and left the store before purchasing.

The smaller stores on single floors report an increased value for the right side of the store over the left. This is traceable to our national habit of going to the right. This trait is not apparent in larger stores. Apparently, the many details of construction and layout in the larger spaces draw people away from any habit that is observed in more restricted conditions.

While the automobile traffic and parking problems are receiving the serious thought of merchants' associations, there are the more personal and selfish problems of traffic that are constantly before store executives. These problems, as commented upon in this study, are ever present and ever changing. Because investment, maintenance and turnover are seriously affected, it is scarcely possible to devote too much time, energy and expense to the solution. Perhaps the best justification for study of these problems are the sales tendencies in various stores. Increasing department sales follow effective sales plans—including the correct layout of the store.

Without regard to any special effort, there seem to be three basic factors that influence the traffic of customers in retail stores. These are, the relative arrangement of the display equipment, the choice of location for the departments selling standard merchandise, and the location of stairs and elevators.

Many of the successful establishments consider their stores as laboratories and are continually testing out new ideas in arrangements, display, equipment, and so forth. The test, naturally, is for greater volume. As a result of this study, it is evident that proper arrangement and display of merchandise products some very tangible results.

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Sales of the Ward Baking Corporation, New York, for the current year to May 29, amounted to \$171,841,500, an increase of \$609,000 over sales of the same period last year.

# The Extra Cent— What Does It Buy?

ANY product that can meet competition at 50% greater cost, must have the inherent qualities that justify the additional outlay on the part of the purchaser.

The extra cent which the New Yorker pays for "THE WORLD" buys the most distinguished editorial page in America; it buys "F. P. A.," Heywood Broun, Alexander Woollcott, Quinn Martin, Frank Sullivan, Harry Hansen and a host of other typical WORLD features.

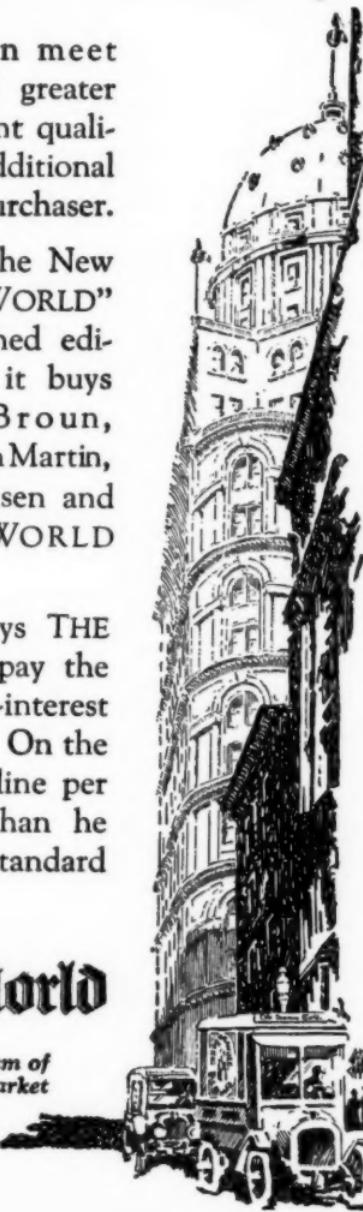
The advertiser who buys THE WORLD doesn't have to pay the extra cent for the reader-interest that these features insure. On the contrary, he pays less per line per 100,000 city circulation than he pays in any competing standard newspaper.

**The**  **World**

*The Three-Cent Quality Medium of  
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



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The Kroehler Manufacturing Company, maker of davenports and living room furniture, wanted:

*Dealer Influence<sup>(1)</sup>*

*Leadership Farm Homes<sup>(2)</sup>*

*Reader Interest<sup>(3)</sup>*

*Expanding Circulation<sup>(4)</sup>*

*Results<sup>(5)</sup>*

"We have no objection whatever to outlining our reasons for adding *The Country Gentleman* to our list, and giving the results we have had therefrom, as requested in your letter of March 6. First, we regard it as an extension of Curtis circulation.

- (1) An investigation made for us by an independent research organization last year showed that dealers almost without exception regard Curtis circulation of greatest value. *The Saturday Evening Post*, in particular, showing almost 100%.
- (2) By using *The Country Gentleman* we could reach the leadership farm homes, whose average we believe is better than that reached by other national publications of large circulation.
- (3) Reader interest, the writer knew from previous use, far exceeded that of any other farm magazine.
- (4) A rapidly expanding circulation, due to changing from a weekly to a monthly and the unusual interest which a new publication attracts, or better still an old publication in a new form, made *The Country Gentleman* in our opinion an exceptional buy.

Results have more than justified our decision.

- (5) Inquiries both in number and character exceed a number of the publications we are using, all of which have much larger circulation.

Yours very truly,

KROEHLER MANUFACTURING COMPANY."

# *The Country Gentleman*

*The Modern Farm Paper*  
*More than 1,200,000 a month*

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices : Philadelphia, New York, Chicago  
Boston, San Francisco, Detroit, Cleveland

some people think  
The Detroit Times  
poses as a blushing  
violet in not claiming  
to cover the  
Greater Detroit area  
“exclusively”---  
but it seems to be  
common knowledge  
now that the “one  
paper covers the town”  
solicitation is a  
menace to the  
advertiser---  
if he falls for it, he  
is in for a probable  
flop in his sales plans  
and waste of the money  
spent for the schedule.

# Why the Advertising Club Movement Changed Its Name

And Also an Explanation of the Changes Made in Its Operating Machinery

THE Associated Advertising Clubs of the World took on a new name—International Advertising Association—and changed its operating machinery on the last day of its annual convention at Philadelphia last week for a number of reasons.



C. K. WOODBRIDGE,  
RE-ELECTED

Chief among the reasons for the change in name is the fact that the old name did not describe the present-day aims, ambition and work of the organization.

The new name marks the third that this organization has had. At its inception, it was known as the Associated

Advertising Clubs of America. It became the Associated Advertising Clubs of the World in 1914 at its Toronto convention.

Although the new name drops the words "advertising clubs" the advertising clubs will, however, continue to have sufficient voting power to enable them to control the association. The voting power of the association will be in the hands of the Advertising Commission, which is the successor to an organization formerly known as the National Advertising Commission. The new Advertising Commission will have as its members three representatives from each of the twenty-seven so-called departments—organizations such as the American Association of Advertising Agencies, the Associated Business Papers, the Insurance Advertising Conference, the Association of National Advertisers, etc. It also will have three members from the Better Business Bureau movement; three from the Federation

of Women's Advertising Clubs; and three elected by sustaining members of the parent International Advertising Association.

In addition to these ninety members, there will be representatives from each of the eighteen districts of the International Advertising Association. These districts are not restricted to one representative. They will have at least one, no matter how small the membership of the district; and will gain an additional representative for each additional 500 block of membership over the first 500 membership.

When it comes to actual voting power, however, departmentals will have but one vote. Each department, in other words, will have only one voting member out of its total of three members. This will also be true of the sustaining members, the Better Business Bureaus and the Women's Advertising Federation. Each representative from club districts, however, will have full voting power. The membership of the 234 advertising clubs that are part of the organization, is now estimated at about 26,000. This explanation is given to make clear the statement that voting control still remains with the clubs.

With the transfer of voting power to the new Advertising Commission, the organization which formerly exercised that power and which was known as the Joint Assembly was killed.

The executive committee, in whose hands the direction of the work of the entire association has been trusted, will continue. It will, however, be enlarged. Its membership will be made up of the president of the association; the retiring president; the secretary; the treasurer; the chairman of the Advertising Commission; the president of the National Better Business Commission; the presi-

dent of the Board of Club Presidents and a representative elected by the Federation of Women's Advertising Clubs.

Other changes, two in number, made in the constitution are concerned with dues and with the publication of the association's house magazine, "Associated Advertising." The membership voted to raise the dues of each member from \$1.50 to \$2 per year. It voted also to allow the executive committee to use its own discretion as to whether or not the publication "Associated Advertising" should be continued. Hitherto, the publication of this house organ has been mandatory upon the association. Discontinuance of the publication, it is said, will result in a saving of at least \$18,000 a year—the present actual cost of the publication. Part of the money thus saved, if the publication is discontinued, will be used for personal club contact work by employees of the association. Small offices may be opened in Chicago and San Francisco. Three field men, charged with the duty of visiting and working with a specified number of clubs, will operate from those two offices and the New York office.

All of these changes—of name, of operation and of constitution—were brought about only after considerable study and hard work by a committee headed by a former president of the association, Edwin T. Meredith, publisher of *Successful Farming*. The committee offered the results of its work in an attitude that might be described as, "We give you a new working plan to experiment with. Further changes may be necessary, and if they are they should and will be made." It might be said that, in many quarters, this com-

mittee was regarded as having shown considerable courage in going so far as it did in its recommendations.

The membership of the association, present at the closing session of the convention, looked with great favor upon all of the recommendations this committee made, for it unanimously approved every one of them.

At that same session, the association unanimously elected C. K. Woodbridge, head of the Dictaphone Corporation, to be its president for the second time. The double office of secretary-treasurer, which for some years has been held by Jesse H. Neal, of the Associated Business Papers, was divided.

FRANCIS H. SISSON,  
ELECTED TREASURER

Rowe Stewart, general manager of the *Philadelphia Record*, and a former president of the Associated Clubs, was elected secretary. Francis H. Sisson, vice-president of the Guaranty Trust Company of New York and a former advertising agency man, was elected treasurer. Mr. Neal, in his report as the retiring secretary-treasurer of the organization, called attention to the fact that operating expenses had exceeded receipts. He was, however, optimistic in his belief that the association would be able to set itself aright financially within a short time.

The final estimate of attendance at this convention places the figure at 2,800. This represents an increase of 1,000 over the last convention which was held at Houston. It is, however, a decrease of 2,200 from the attendance ten years ago. The comparison of attendance figures of this convention with those of ten years ago is of particular interest because of the fact that the convention was then held in Philadelphia and because Philadelphia is the first



ROWE STEWART,  
ELECTED SECRETARY



# Monday to Saturday

FROM Monday to Saturday as well as on Sundays New Orleans merchants recognize the superior pulling and paying power of The Times-Picayune. On six days a week as well as seven their preference gives The Times-Picayune an ever increasing leadership among New Orleans newspapers in advertising of department stores, food stuffs, tobacco, toilet goods, women's wear, men's furnishings, women's shoes, men's shoes, financial, household, office appliances and practically all other standard classifications of advertising whether the appeal is to women buyers, to men buyers or to both.

The endorsement of these New Orleans advertisers merits the thorough consideration of every manufacturer now marketing or planning to market his goods in the South's first market.

## The New Orleans Times-Picayune

Representatives. Cone, Rothenburg & Noee, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.

city that has succeeded in having it stage a return engagement. The 1927 convention will be held at Denver, Colo.

The meetings of the many departments which were held chiefly on last Tuesday and Wednesday were better attended than they have been for some years. The difference in attendance at most of the meetings, when contrasted with the Houston convention, was remarkable. The department meeting drawing the largest attendance

regularly was that of the Association of Newspaper Advertising Executives. Three groups that had not hitherto held meetings at advertising conventions were in evidence at this convention. They were the magazine, real estate and social welfare departments.

Elsewhere in this issue of PRINTERS' INK and immediately following this report there will be found such information on these department meetings as was not given in PRINTERS' INK of June 24.

## Two-Minute Convention Reports

### Advertising Agents Discuss Themselves

THE meetings of the American Association of Advertising Agencies drew a large attendance. Every one of the three sessions of this association brought out an audience of more than a hundred persons. Most of this number was made up of advertising agents. The meetings were open to all delegates to the convention, but somehow a report had been spread abroad that they were closed to all but members of the agency association.

Practically every paper read before these meetings was of a serious tone—the subjects covered made them take on that tone. Here and there, a speaker found it possible to get the audience in a smiling mood. The chairman of all three sessions, H. E. Lesan, especially had this ability.

One of his most amusing statements, and at the same time one of his most thought provoking statements, was:

"I've not been very patient when some of the orators and writers of our profession have tried to tell us that Moses and Paul, Shakespeare and Napoleon—even the Galilean—were advertising men, because they weren't. Advertising, as we know it, wasn't dreamed of then, and to try to draw parallels of this kind in my estimation belittles all these men and the hyphenated advertising

profession—art-business of today.

"But if someone will read Ernest Calkins, whether in the columns of the *Atlantic Monthly* or in PRINTERS' INK, or in certain of his advertisements, and tell me that he hears the brave, beautiful melody of a soul that gives human life more, because human life gives him less, and say that Calkins is the Beethoven of advertising, I'll go along with him.

"Or if another calls Wilfred Floing the Sir Christopher Wren of advertising, or Lasker the Disraeli, or Stanley Resor the Col. House before Col. House lost his modesty and told what people already knew about him (and which Resor never will do), or that William Johns is its William McKinley, or that Tom Logan shows some symptoms of being a Napoleon in it, or that Jim O'Shaughnessy is its Job Hedges, or that Erickson is its Judge Gary, I'll go along with him, too.

"The first method of comparison seems to me to impart that the best advertising men lived centuries ago and that they are now dead, and that isn't true. The second method seems to me to import that we have the genius of the Beethovens and the Wrens and the Whistlers and the Gays and the McKinleys right in our midst now."

Some idea of the wide variety of the subjects covered at these three sessions may be had from a listing of the titles of the addresses:

# Good Names ... in a ... Good Newspaper

Glance through the Chicago Evening American and you'll find some familiar names—names of National Advertisers famous from Maine to Texas . . . . .

*Here are just a few of them:*

COMMUNITY PLATE  
EASTMAN KODAK  
VIVAUDOU  
INTERNATIONAL HARVESTER CO.  
STUTZ AUTOMOBILE  
COLGATE  
LOOSE-WILES  
NEW YORK CENTRAL RAILROAD

---

*A good newspaper carries good names like  
these in its advertising columns*

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**CHICAGO EVENING AMERICAN**  
A good newspaper

LARGEST CIRCULATION OF ANY CHICAGO  
EVENING PAPER AND THIRD IN AMERICA

July 1, 1926

July

The Chicago Evening American  
announces the appointment  
of  
**Mr. William M. McNamee**  
as  
**Director of Advertising**



Chicago, June 21, 1926

Roy S. Durstine of Barton, Durstine & Osborn, and president of the association, spoke on "The Scope of Agency Service"; R. S. Simpers, of McLain-Simpers Organization, on "Developing New Accounts"; Guy Richards, of the Erickson Company, on "The Work of the Media Department"; Paul T. Cherington, of J. Walter Thompson Co., on "Getting the Facts Through a Survey"; Milton Towne, of Joseph Richards Company, on "Using Facts to Build the Advertising Campaign"; Robert Tinsman, of the Federal Advertising Agency, Inc., on "The Copy"; W. H. Beatty, of Newell-Emmett Company, Inc., on "The Art"; Frederick J. Ross, of the Frederick J. Ross Company, Inc., on "Collateral Service of the Advertising Agency"; Harrison Atwood, of The H. K. McCann Company, on "The Business (internal) End of an Advertising Agency"; and Eugene McGuckin, of the Eugene McGuckin Advertising Agency, on "Where Is the Advertising Agency Going in the Future?"

The major portions of the addresses by Mr. Durstine and Mr. Richards appeared in the June 24 issue of PRINTERS' INK. Elsewhere in this issue there will be found the addresses in full or in part of several of the other speakers.

A speaker not scheduled on the original program was Dr. Marcel Knecht, general secretary of *Le Matin*, Paris, who explained the manner in which an advertising agency operates in France. Dr. Knecht told his audience that while French publishers were pleased with the French advertising agency, they were open to suggestions for any improvements that would bring benefit to the advertiser.

James O'Shaughnessy, executive secretary of the association, in responding to this address replied that the American advertising agent had no desire to try to impose his system of operation upon agents in other countries. The American agent, he declared, not only realizes that different con-

ditions in different countries demand different methods of operation, but also realizes that he himself, has much to learn on various subjects from agents in foreign countries.

At the close of the third session, it was announced that about twenty advertising agencies had contributed to a fund which will make it possible for the Harvard School of Business Administration to conduct a new course in advertising beginning next fall.

## Newspaper Department Draws Large Attendance

Probably no department had as large an attendance as did the Association of Newspaper Advertising Executives. This organization's meetings always draw record crowds and it does so in spite of the fact that it holds longer meetings and more of them than any other department.

The meetings were given over more to discussion of newspaper advertising problems by members of the association rather than to addresses by outside speakers. One of the few invited speakers was Roy S. Durstine, of Barton, Durstine & Osborn, president of the American Association of Advertising Agencies. Mr. Durstine's address had three distinct messages. His first message was a report showing with actual figures that advertising agents are creating new advertisers. His second message, likewise based upon statistics, showed that the oft-repeated assertion that an agent makes more money by putting a campaign in a few magazines rather than a large number of newspapers was simon-pure bunk. Statistics supplied to him by a number of agents who had analyzed their overhead costs were Mr. Durstine's authorities that disproved this general assertion.

His third message was an expression of appreciation for the manner in which newspapers had so heartily endorsed the commis-

sion system of advertising agency remuneration at the recent hearings of the Federal Trade Commission.

Later, at the same meeting Mr. Durstine discussed a fourth subject—the question of abolishing cash discounts and allowing agency commission only when payment is made in full on or before the fifteenth or twentieth day of the month. Mr. Durstine set forth that in his opinion and in the opinion of practically all advertising agents, the abolition of a discount for cash payment would be a bad business move for newspapers and a serious menace to the future prosperity of advertising agencies. Every good agent, he asserted, desires and endeavors to have every client take advantage of cash discounts. "The cash discount," said Mr. Durstine, "is one of the best checks we have on a client's financial condition. Whenever an advertiser fails to take advantage of a cash discount a good agent immediately looks for financial trouble and takes steps to avoid it."

When it was declared that some agents were demanding a cash discount on bills that were long overdue, Mr. Durstine replied that if shown that such a condition prevailed among members of the American Association of Advertising Agencies the association would immediately take steps to correct it by an internal campaign of education which would show offending members the great harm they were doing themselves.

An address that set forth the opinion and belief that newspaper advertising space could be sold in the same way in which commodities are sold was made by I. R. Parsons, advertising director of the New York *Telegram*. A portion of this address appeared in PRINTERS' INK of June 24. An extract from the address of another speaker, Edwin S. Friendly, of the New York *Sun*, also appeared in that issue.

W. W. Murdock, classified advertising manager of the Detroit *Free Press*, in an address on "Building Classified Advertising,"

maintained that promotion is absolutely essential to the building of such patronage and urged on newspaper executives the necessity of having a small "box" on the front page every day, calling attention to the classified columns. These announcements, he said, should be supplemented with reading notices scattered throughout the paper. "Keep in mind that the use of your own columns is the best evidence of your belief in your own medium," he declared. "Every advertisement that goes into the paper should be censored. Any advertisement that lacks cleanliness, wholesomeness and truthfulness, or that might be misleading to the smallest extent should not be published in a modern classified section. In order to increase the value of your classified services to yourself you must first increase your value to others."

Miss Grace Walton, advertising manager of the Julius Kayser Company, showed that the newspaper, because of its news atmosphere, held great value for the advertiser of a style product.

Among the many subjects which brought much discussion from the members of the association was that of merchandising standards. This discussion resulted in the adoption of this statement:

It is the opinion of the members of the Association of Newspaper Advertising Executives, as based upon the results of a detailed investigation conducted among national advertisers and advertising agencies, that the common interests of national advertisers, advertising agencies and newspapers will be served best if the merchandising service policies of newspapers are based upon the following general principles:

(1) Since the cost of merchandising service is a part of a newspaper's overhead, the publication should confine its activities and advertisers should limit their requests to those functions that the newspaper can perform cheaper or more efficiently than the advertiser or his agency can do them; all functions that the advertiser or the advertising agency can handle to better advantage should be eliminated as economically unsound.

(2) The newspaper should tell the advertiser or advertising agency what service will or will not be given; the buyer of space should be satisfied if he secures all of the service that is available to any other advertiser under similar circumstances.

(3) Newspapers should give honest

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# De Witt's, Penslar's, Johnson & Johnson, Amolin, Santox, Thayer's, Hobson's

*You've all got distribution in Los Angeles; why don't you advertise your Foot Powders and increase your volume of business here like the three leaders have done?*

THERE are over 20 foot powders on the dealers' shelves in Los Angeles, but only three of them sell to any extent; there are as many more foot soaps and creams.

In every case there are about two or three active sellers, and they are the advertised ones!\*

If your product's on the market in Los Angeles; if you have distribution, half the battle's over. Advertising, properly and intelligently directed, should carry you over the other half.

The Los Angeles Examiner not only offers advertisers the greatest morning and Sunday circulation West of the Missouri River, but a merchandising service department keyed to get action for Examiner space-investors, and a history of accomplishment that reads like an Odyssey of journalism.

\*Similar situations to the above exist in many fields here. Surveys show the trend; write for the ones you're interested in.

170,000 Daily

390,000 Sunday

**Los Angeles Examiner**

T. C. HOFFMEYER  
571 Monadnock Bldg.  
San Francisco, Calif.

W. W. CHEW  
285 Madison Ave.  
New York City



WM. H. WILSON, 915 Hearst Building, Chicago, Ill.

**"Where Buyer and Seller Meet"**

*City Directory Libraries  
are maintained for  
free reference in  
all larger  
Cities.*



## *Your City's Directory - Produces Results*

### **Unsolicited Testimonials Demonstrate Wide Use As Buying Medium**

It is an incontrovertible fact that advertising in Your City Directory has proven its case as a profitable advertising medium. Hundreds upon hundreds of unsolicited testimonials give definite evidence of the introduction of buyers and sellers.

The prospective buyer, wherever he may be, who wants a product or service, turns naturally to his City Directory, or the Directories in the nearest Directory Library, to definitely locate the source of supply that can best fulfill his requirements.

It may be your product or service he is seeking. Are you distinctively registered therein so that your name and product stand an equal or better chance of selection among the many that may be classified under the same heading as yours? Informative advertising will clinch the sale.

This business insurance is most reasonable. Let us further prove the case by sending you a copy of our little booklet, *Directories; What They Are, How They Function and Their Place In Advertising*. It's free.



*This trademark appears  
in directories of leading  
publishers*

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS**  
**Headquarters**  
**524 Broadway, New York City**

and efficient service when it is promised and employ men who are capable of providing it.

(4) Merchandising service which has definitely established its practical value to national advertisers and advertising agencies should not be used by the newspapers as the principal sales argument in soliciting national advertising.

(5) Service should not be given to the new advertiser that is not available to the old customers; neither should service be given to the advertiser who is hard to sell if the same service is not available to the regular advertiser.

Among the resolutions adopted at this meeting there were two that are of particular interest to advertisers and agents. One of these provides for a committee that will ask syndicate retail cut and mat services to stop selling reverse plates and to stop using black cuts and heavy borders. The other one asks advertising agents to give more thought to the quality of matrices employed to the end that the appearance of the national advertising in newspaper columns may be improved.

The surprise of the newspaper convention was the donation of a trophy by A. L. Shuman, of the Fort Worth, Tex., *Star-Telegram*. The trophy was offered as a prize to be given for the best story on the successful use of newspaper advertising. From among the fairly large number submitted, that of Frank E. Tripp, general manager of the Gannett Newspapers, was selected. Mr. Tripp's story gives the history of the start of the "Serv-U Save-U Grocers" at Elmira, N. Y., in 1923. This movement represents an endeavor on the part of independent retail grocers to compete profitably with chain stores. Mr. Tripp showed that the grocers who are part of this movement succeeded in competition with the chain system, and then showed that they were brought together by newspaper advertising; held together by newspaper advertising and made successful by newspaper advertising.

Frank T. Carroll, advertising manager of the Indianapolis *News*, was re-elected president of the association for the third time. William E. Donahue, of the

Chicago *Tribune*, was re-elected vice-president. Don Bridge, of the Indianapolis *News*, was re-elected secretary-treasurer. Lieut.-Col. Edward F. Lawson, of the London *Daily Telegraph*, and Dr. Marcel Knecht, general secretary of *Le Matin*, Paris, were made honorary vice-presidents.

The directors of the association in addition to the officers are: A. L. Shuman, Fort Worth *Star-Telegram* and *Record-Telegram*; H. S. Conlon, Grand Rapids *Press*; W. F. Rogers, Boston *Transcript*; Frank E. Tripp, general manager of the Gannett Newspapers, Elmira, N. Y.; J. K. Groom, national advertising manager of the Aurora *Beacon-News*, Elgin *Courier-News*, and Joliet *Herald-News*; Irving R. Smith, Los Angeles *Times*; and John F. Tims, Jr., New Orleans *Times-Picayune*.

## British Utility Advertisers Lead the Way

A British viewpoint on advertising in general, and public utility advertising in particular, was given to the delegates attending the meeting of the Public Utilities Advertising Association. The speaker was W. M. Teasdale, advertising manager of the London and North Eastern Railway of Great Britain.

"In England," said the speaker, "business men are urged to advertise as extensively as is done in America. Such talk is not constructive and leads nowhere. What the Englishman desires to know is: What is the least amount that it is necessary to spend in order to build up his business successfully?" "We have in my country," Mr. Teasdale said, "a host of important business men who have now reached a goodly age and wield great power. These men attained their wealth in a pre-advertising age and, consequently, do not properly appreciate the power of publicity."

Progress in the use of adver-

tising will be handicapped, in his opinion, until these men are convinced of the fact that advertising is essential to the well-being of their business. This places a responsibility on public utility bodies to be cautious in the matter of advertising expenditure. Their advertising must produce results if they are successfully to lead the way in proving the effectiveness of advertising to the conservative leaders in other industries who doubt the value of advertising.

"So far as my own company is concerned," Mr. Teasdale explained, "I refuse to place any advertisements until I know everything pertaining to the financial side of the particular traffics affected. One of the results of this is that I find occasions when I have to refuse to sanction an expenditure for some particular service or facility because I consider the proposition is not marketable. At first, the railway official was astonished to find an advertising man who declined to advertise. He now, I hope, realizes that advertising is conducted on just as scientific principles as the running of his trains."

A well-directed blow toward incompetency in advertising direction was made in the address of the association's president, William H. Hodge. He declared that there was no agreement with those who say that good advertising can be prepared by untrained minds, uninstructed by specialized education and experience.

"Before any of us became associated with a utility company, we first developed expertise in some form of advertising or publicity," Mr. Hodge stated. "We became public utility men because we understood some one thing needed in the operations of a commercial enterprise. Our contribution to the success of this enterprise has been exactly in proportion to the success of this enterprise to our degree of specialized or professional ability. We owe a loyalty and a devotion to our primary calling which we cannot desert in fairness to ourselves or business associates."

## Magazines Hold First Department Meeting

This year, for the first time in the history of advertising club conventions, magazine advertising had a so-called departmental meeting of its own. The meeting was in the nature of an experiment.

Officials of the Magazine Club of New York and of the Magazine Group of the Advertising Club of New York arranged the meeting. The attendance was so good and the interest manifested was so keen that those present authorized a committee to make arrangements for assuring such a departmental regularly at each convention in the future. A. M. Carey, advertising manager of *International Studio* and chairman of the Magazine Group of the Advertising Club of New York, who presided at the morning session of the departmental, was made chairman of this committee. The other members of the committee are Gilbert T. Hodges, of the executive board, Frank A. Munsey Company, president of the Magazine Club of New York; Earle L. Townsend, of *The Spur*; Elliott D. Odell, Eastern advertising manager of *Needlecraft*; Robert L. Johnson, advertising manager of *Time*; and Shepard G. Barclay, business manager of *The New York Masonic Outlook*.

At a meeting of this committee following the departmental sessions, plans were outlined also for fostering the development of magazine clubs in other important cities of the country, as well as magazine departmentals in the larger advertising clubs. It was stated that such a club and departmental are already under way in Philadelphia.

The program of speeches for the new department was brief, compared with those of older departments.

Ivor Nicholson, business manager of the National Magazine Company, Ltd., of London, spoke  
(Continued on page 152)



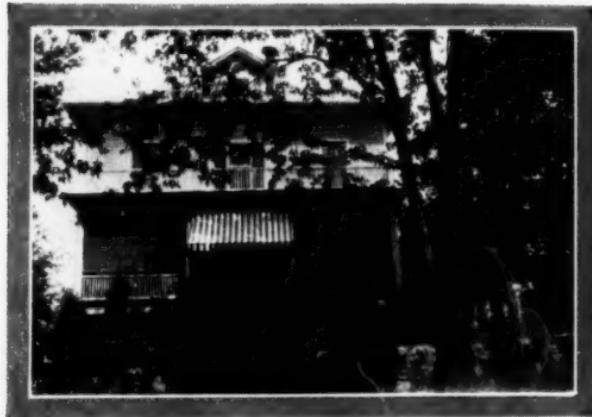
How can a magazine  
grow from 5,980 to  
222,000 in eleven  
years and fail to en-  
joy an accelerated  
interest on the part  
of each individual  
subscriber?

# NATION'S BUSINESS

Washington

(Member A.B.C.)

# In Cosmopolitan Homes . . . where



*This is a Cosmopolitan home in Washington, D. C.  
where 1 out of every 4 families reads Cosmopolitan*

## A Pleasant Place to Read . . . that Shaded Verandah

**D**AYLIGHT saving . . . and long summer afternoons and evenings.

A wicker porch chair . . . . . and Cosmopolitan!

How comfortable it is to relax! How delightful to be carried away to lands of romance, to dare vicariously with some gay adventurer or, again, to

# s . . where Luxuries are Necessities

philosophize with such men as H. G. Wells, Winston Churchill or our own George Ade.

The doors of the mind open wide to new impressions, new suggestions—suggestions both of ours and of yours.

Yes, yours, too! . . . your buying suggestions enter with *Cosmopolitan* into 1,500,000 homes, nine-tenths of them located in the urban market—

Where advertised goods beckon invitingly from shop window and counter—

Where people earn more and spend more—

And where the luxuries of yesterday are the necessities of today.

Here is a market for your wares richer than any merchant of Cathay ever dreamed of. *Make it yours!*

{ Have you studied *Cosmopolitan's* trading center plan of marketing? Any *Cosmopolitan* salesman will be glad to put it at your service. ~~~~

July 1, 1926



*Sell*  
**UNDERWEAR**  
*to*  
**Farm Women**

Surveys show that 40 per cent of farm women are not committed to brand in buying muslin underwear. Yet they buy muslin.

Farm sales of this type of underwear are increasing.

A manufacturer can capture this market with an advertising campaign concentrated on the *farm woman*. He can repeat the history that has been made by makers of other commodities.

**THE FARMER'S WIFE** is *the unique medium* for this type of advertising. Edited exclusively for farm women, it holds in their minds an intimate and personal place not possible with any medium of general farm circulation. More than 800,000 progressive farm women read

# THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.

Member Audit Bureau of Circulations



Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York City

# The "Extras" of Agency Service

A Discussion of the Collateral Services Agencies Render, with a Suggestion That Advertisers, Sales Managers and Advertising Managers Should Not Expect the Agency to Do Their Work

By Frederick J. Ross

President, F. J. Ross Company, Inc.

THE typical advertising man is an enthusiast, as he must be. He revels in a new campaign as a family revels in a new baby. His spirit, (sometimes he forgets the cost of time) is to leave nothing undone that can add to the success of his primary responsibility—the advertising. And his client's spirit (he too sometimes forgets the cost of his agent's time) is to use to the full all the facilities of this versatile, experienced, enthusiastic, resourceful, creative agency organization.

So it is easy to perceive why the agency does render collateral services. It is easy to see, as the knowledge of commercial campaigning accumulates—as scientific method is increasingly applied—as agencies continue to find themselves in the thick of one campaign after another, developing new ideas in each—that essential collateral services to a campaign cannot decrease in number or importance. It is further clear that the advertising agency is about the only organization readily accessible to the advertiser, upon which he can call for the competent help he needs.

*The scope of collateral activities:*  
Collateral services are those services identified with the co-ordinating links which, well forged, help to bring an advertising campaign off efficiently. A window display may be splendidly planned; it is shipped to a dealer; the dealer never uses it. A link is missing there. Suppose that the plan insures that the dealer will use it. The link is forged. There are collateral links, which small in the individual store, are mighty in a

scheme of national distribution and window display.

A large sum is spent in correct national mediums. Copy and illustration from every standpoint are top grade. But consumers who have become interested in the product through advertising, do not meet with it in their shopping tours. A very important link is missing. Suppose, on the other hand, that initial distribution, display and dealer co-operation reasonably match initial advertising. The link is forged. That it falls to the lot of the advertising agency to make sure that such links are forged and forged properly, is simply to point out how easily the collateral service of the agency can grow.

Collateral services by a given agency, then, are all those attentions, big and little, paid to the affairs of its clients, which (exclusive of survey, copy, art and mediums) are rendered to increase campaign results.

If the responsibility be placed upon the agent to look out for all of these matters, that does not in any sense say that this service, often so vast and costly to the agent, should be given gratis. It is gratifying at this point to comment on the willingness of many advertisers who have learned of the importance of these services, to pay for them with cheerfulness.

The scope of these collateral services may be broadly classified under these heads:

*Merchandising*—All details connected with the package, with product and service literature, and with dealer tie-up and display.

*Sales Promotion*—All details connected with bringing salesmen to utilize the advertising campaign to its full value in their daily work. All details calculated to bring job-

Portion of an address delivered at the Agency Departmental of the Philadelphia convention of the International Advertising Association.

bers and dealers into the clearest understanding of the campaign, realization of their self interest in it, and to stimulate their co-operation with it. All details connected with printed sales promotion, whether to salesmen, jobbers or dealers.

*Sales Counsel*—All details in connection with sales policies, methods, distribution, territories, quotas, conventions, and of course the large subjects of market surveys and sales analysis covered in another paper.

If this paper has not yet succeeded in making clear and vivid the fact that agency collateral services represent truly a mountain of work, then let us say that in the classifications just read, there are easily over a hundred different collateral services represented.

It is not for a moment the purpose of this paper to represent this range of services as pertaining to every advertising account. Conditions differ according to the policies or the capacities of agencies and of clients. And yet, it would surprise us all were we to see a list of those national accounts in which the collateral services touched upon in this paper, are the usual thing.

If an economist were to examine this phase of the agency business, he would hardly commend what he saw. Probably, he would comment in this manner: "Your agency business is one of many hazards. Some of these hazards you cannot help. But if you are as good business men in running your agencies as you appear to be in advising and serving your clients, you will take some of the hazards out of your collateral service activities by placing those activities upon a businesslike basis."

At that, the economist would not be saying anything new. The collateral service branch of the agency business is making steady progress toward a sounder order of things. Perhaps the worst that can be said is that the progress is not as rapid as the growing situation calls for.

However, it should also be said that this collateral service situation is utilized very unwisely by

some agencies as a soliciting lever and listened to very unwisely by some advertisers to whom it appeals as something for nothing. Both rate the temporary fruits of opportunity above the permanent fruits of sound policy.

If these collateral services are of value and the advertiser wants us to render them to the very best of our ability, is it not unconstructive to use them in solicitation as a bait, sometimes equivalent to a rebate? Is it not unconstructive for the buyer to use them to drive a bargain when his greatest need is to buy ability? They can never be sound, solid services so long as they are bandied about in trading. The glittering promise of these services may far outshine their performance. It is a tonic thought to remember that old John R. Overhead stalks through agency and factory alike and that a dollar in coin, merchandise or service is always a dollar.

It is interesting to know that on the other side of the picture we find many agencies and many advertisers who place the greatest possible value on these collateral services and treat them accordingly. For example, one advertiser had a campaign not so very large, which called for a great deal of collateral service, every bit of it important. He had no one but his agent to call upon for these services and the agent cheerfully rendered them.

One day, the agent took stock of this account. He found that while the advertiser was prospering greatly through his campaign, the account for the agent was, outside of the prestige it carried, more of a liability than an asset. The agent analyzed the entire work. He classified those services which he considered should be given to the advertiser gratis. He also classified those services which he believed the advertiser should pay for on a service fee basis. The agent then presented the case to the advertiser on its merits. The advertiser surprised him by saying, "I have often wondered how you could make any money out of our account with all that you are

doing for us. I would like to look at those lists." He did so, and readily consented to the new arrangement. It is understood that that new arrangement has now been in force for a number of years and that it has given no cause for dissatisfaction on either side.

This seems to suggest the rather leveling thought that the proportion of advertisers who look upon and deal with this collateral service question unsoundly, is certainly no greater than the number of agents who deal with it unsoundly.

What the future has in store for us on this question, this paper will not attempt to prophesy. But it will say that the laws of economics work as inevitably as the laws of gravitation. Whatever may be unsound in this problem, time will unmistakably prove to be unsound and with the proof, will bring the remedy. In the meantime, many agencies and their clients are meeting the problem as best they can. But the sooner these matters can be fairly standardized, the better for all concerned. Certainly such standardization will promote a steadily better performance of these collateral services. If that be accomplished, the advertiser will be the last man to complain of such standardization.

Someone suggested that this paper attempt to state a guiding principle in viewing this whole question. How would this do? It is not the function of the advertiser, the sales manager, or the advertising manager to come into the agency to do its work. They should come only for conference and collaboration. Therefore, it is not the function of the agency to go into the advertiser's business and perform his work or that of his sales manager or advertising manager.

There is some merit in that statement. Yet, as you hear it, you may each call to mind cases that are exceptions. But does it not strike you that as a rule to work to, it points the way?

## Mississippi Press Association Elects J. H. Skewes

James H. Skewes, of the Meridian, Miss., *Star*, was elected president of the Mississippi Press Association at the recent annual meeting at Jackson. The other officers were: First vice-president, T. L. Turner, of the Belzoni *Banner*; second vice-president, E. T. Winston, of the Pontotoc *Sentinel*; secretary, R. L. Brown, of the Sumner *Sentinel*, and treasurer, J. O. Emmerich, of the McComb *Enterprise*.

## Bradley Williams Joins Williams & Cunningham

Bradley Williams has been appointed manager of the research department of Williams & Cunningham, Inc., Chicago advertising agency. He was formerly with the School of Commerce, Extension Division, of the University of Wisconsin and, more recently, has been secretary and sales manager of the Williams Piano & Organ Company, Chicago.

## J. F. Warbasse with "Smart Set" and "McClure's"

James F. Warbasse, recently assistant advertising promotion manager of the Macfadden Publications, Inc., New York, has been appointed advertising promotion manager of *Smart Set* and *McClure's*, both of New York. He formerly was with The Crowell Publishing Company.

## Specialty Account for James H. Rothschild Agency

The Hospital Specialty Company, New York, manufacturer of "Fem" and "Femonaps," has appointed James H. Rothschild, New York advertising agency, to direct its advertising account.

## Hotel Accounts for United Advertising Agency

The United Hotels Company of America and the Hotel Roosevelt, both of New York, have appointed the United Advertising Agency, also of New York, to direct their advertising accounts. Newspapers and magazines are being used.

## H. A. Wright with Roche Advertising Company

Harold A. Wright, formerly chief of the copy staff of Critchfield & Company, Chicago advertising agency, has joined the Roche Advertising Company, of that city, in a similar capacity.

## Joins the Adverttype Company

Melford Brodie, formerly with the Federal Advertising Agency, New York, has joined The Adverttype Company, Inc., advertising typographers, New York.

July 1, 1926

## Reduction on Postage Rate on Letters Mailed from Canada

*Washington Bureau  
of PRINTERS' INK*

THE Canadian postal administration has announced that the postage rate on letters mailed in Canada and addressed for delivery in the United States will be reduced from three to two cents for each ounce or fraction of an ounce. This reduction is effective July 1, and is a return to the pre-war rate on first-class mail.

At the same time, our own Post Office Department calls attention to an avoidable loss in the mailing of books and catalogues to Canada by American publishers and manufacturers. All postmasters have been notified that printed matter consisting principally of books and catalogues weighing from one to two pounds is being sent to Canada in packages prepaid at the parcel post rate of 14 cents for each pound or fraction of a pound, when such books and catalogues could be sent as printed matter at the rate of one cent for each two ounces or fraction of two ounces, and in packages weighing not to exceed four pounds six ounces, or eleven pounds in the case of single volumes.

The Post Office Department states that while domestic rates and conditions are applicable to mail matter for Canada, it is to be understood that such rates and conditions are not compulsory, but that senders may transmit the articles to Canada or any other country to which domestic rates and conditions apply, subject to international rates and conditions when more advantageous to do so. "Doubtless in many cases," the report continues, "books sent in the mails to Canada are prepaid at parcel post rates because of the circumstance that books in the domestic service of the United States are subject to fourth-class (parcel post) rates of postage."

At the department, it was learned that many of the books and cata-

logues now being mailed as parcel post are not accompanied by customs declaration as in the case of parcel post packages regularly prepared and transmitted. Attention was also called to a paragraph of the notice to postmasters which reads as follows:

"When packages containing catalogues or books conforming to the conditions for 'prints' in international mails are observed by exchange offices to be prepaid at parcel post rates and unaccompanied by customs declarations, the wrappers of such packages should be endorsed 'Printed matter' by means of a rubber stamp, so that the receiving exchange offices in the country of address will understand that the articles are not to be considered as parcel post packages."

In mailing such matter to Canada the fact should be considered that when duty is not prepaid it must be paid by the recipient. This has caused much embarrassment to American manufacturers who have thoughtlessly mailed catalogues and other unrequested advertising material to Canadian firms which were required to pay the duty.

In mailing numbers of identical catalogues, or in covering mailing lists with advertising material, the best practice is to affix customs stamps of the proper denomination on each piece of mail. Samples of the mailings may be submitted to the Canadian Consul General in New York, whose office will notify the mailer of the proper amount of duty to be prepaid by means of customs stamps. The stamps may be secured at the Consul General's office.

### Tool Account for Walter Scott Agency

The Forged Steel Products Company, Newport, Pa., manufacturer of Vacuum Grip pliers, has placed its advertising account with Walter Scott, New York advertising agency. Business papers will be used.

### Edgar M. Foster Dead

Edgar M. Foster, business manager of the Nashville, Tenn., *Banner*, and owner of the Clarksville, Tenn., *Leaf-Chronicle*, died recently at Nashville. He was fifty-four years old.

# MISCELLANEOUS



THOSE planets in the Advertising Firmament that have no place among the general classifications are seen most frequently in the Miami Trading Zone by readers of The Miami Herald.

Comparative figures as of last year show that advertisers in this classification "keep step" with others while within Miami's range of vision. The miscellaneous advertising figures are:

#### Lines

The HERALD 1,531,222  
Second Paper 1,142,715

or a Herald lead of  
over 33%

**The Miami Herald**  
"FLORIDA'S MOST IMPORTANT NEWSPAPER"  
Frank B. Shutts, Publisher



# The Tobacco Advertisers



Just a few cents do make a whale of a difference—in buying advertising, of course.

Take Cincinnati, for example. If you conduct a 5,000 line advertising campaign in the Times-Star you reach the entire Greater Cincinnati market. You pay the minimum price for what you get and you have practically no waste circulation.

If you use the second afternoon newspaper you not only pay a few cents more per line but you actually reach 9,430 fewer readers in the city and suburban area.

# CINCINNATI

*Member Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Martin L.  
927 Brun

# ers are Right about it

If you use the two morning daily newspapers you will have to pay about fifty per cent more than the Times-Star rate, but your circulation in the same local area will be 23,168 copies less than that of the Times-Star.

Do you wonder that advertisers of cigars, cigarettes and tobacco products place almost twice as much advertising in the Times-Star as they place in the second afternoon newspaper of Cincinnati? Is there any mystery behind the fact that the same advertisers place more display lineage in the Times-Star in six days than they place in the leading morning newspaper in seven?

The preference of display advertisers for the Times-Star in the Cincinnati market dates back to the days of the snuff box and the wooden Indian. It is not confined to the tobacco industry. The Times-Star leads in six day display advertising of automobiles, tires and accessories, foods, beverages and confections, boots, shoes and clothing, building materials and real estate, books and periodicals, dry goods, department stores, drug stores, electrical goods, hardware and radio. It dominates in furniture and furnishings, musical instruments and office appliances.

To borrow another slogan from the tobacco industry:  
"Such popularity must be deserved."

# TIMES-STAR

Martin L. Marsh, *Eastern Rep.*  
917 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago

July 1, 1926

*The Plain Dealer*

# ALONE

*will sell it!*

## COVERAGE

The Plain Dealer is the only Cleveland newspaper which even taps the great buying power of this progressive market.

Ask any of the 976 national advertisers who use the Plain Dealer ALONE.

# *The Cleveland Plain Dealer*

*in Cleveland and Northern Ohio-*  
**ONE Medium ALONE - One Cast Will sell it**

J. B. WOODWARD 110 E. 42nd St. New York	WOODWARD & KELLY 350 N. Mich. Ave., Chicago Fine Arts Bldg., Detroit	R. J. BIDWELL CO. Times Building Los Angeles, Cal.	R. J. BIDWELL CO. 742 Market Street San Francisco, Cal.
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# N. C. R. Conducts Meetings for Dealers and Clerks

Playlets Are Employed at These Meetings for the Purpose of Showing Right and Wrong Methods of Selling

By Howard Egbert

Publicity Director, The National Cash Register Company

THAT there is widespread and genuine interest among retailers in better sales methods and the most approved and successful merchandising systems, was recently given strong evidence at Dayton, Ohio, where more than 3,000 merchants and salespeople of that city crowded into the N. C. R. Schoolhouse to participate in a program presented by the Merchants Service Bureau of the National Cash Register Company.

As a matter of fact, this was but one of several hundred gatherings similar in character that have been conducted by the same organization in all parts of this country and in Canada. The Merchants Service Bureau, having been originated to help merchants with their problems, it was natural, perhaps, that a delegation of business men from Dayton should call upon Frederick B. Patterson, president of The National Cash Register Company, to ask for a meeting in their city along the same lines as employed elsewhere.

First of all a gathering of Dayton merchants was held. Every conceivable agency was employed to stimulate interest in this enterprise. The Chamber of Commerce assisted. The Credit Association and the Better Business Bureau were active. Personal letters from the committee of Dayton business men were sent to others in the merchandising field. The result was that 1,000 merchants, large and small, attended the initial meeting.

The success which attended this undertaking provoked an immediate request for a gathering of both merchants and salespeople. Here was a mammoth job to be performed. Every merchant urged

his salespeople to attend, with the result that the auditorium which is designed to seat 2,400 persons comfortably, was packed with 3,000, and 700 more were turned away.

An organ recital was the opening feature of the meeting. Then, H. S. Ames, merchandising manager of the Rike-Kumler Company, stated the purpose of the meeting to be a whole-hearted desire on the part of merchants and salespeople to acquaint themselves with better methods of salesmanship and merchandising. Mr. Patterson followed Mr. Ames with an address of welcome, in which he thanked the audience for their presence and offered the services of the Merchants Service Bureau and of his industry to any and every merchant in the world.

## PRODUCER TO CONSUMER

A tableau showing the chain of distribution, and a playlet were important parts of both meetings. The tableau showed six important links from producer to ultimate customer. Each character was introduced separately by a reader who stood above the chain. The climax was reached when the retail salesperson was shown to be the final link in the chain and declared the "most important link." Then there was introduced a playlet the object of which, in the words of the prologue, was to make the audience "yearn for better salesmanship." This playlet gave a practical demonstration of many of the reasons why poor salesmanship loses customers.

The second act of the playlet showed how the merchant realized that something must be done, if he was going to keep his business moving. He called a meeting and

pointed out the possibilities for better salesmanship—what it would mean to the store and to the salespeople. The idea appealed. Suggestions were quickly given. The next day started off with a new spirit and new methods, and thus the right and wrong methods of salesmanship were demonstrated.

There followed in quick succession two additional merchants' and salespeoples' meetings; one at Springfield, Ohio, and one at Urbana, Ohio, both of which were largely attended. A similar meeting was held at Columbus, Ohio, on May 27, in which twenty-six organizations of that city participated, with Frank P. Hall, head of the Frank P. Hall Hardware Company, of Columbus, as general chairman. The playlet showing the right and wrong way of salesmanship was presented again; this time with Columbus salespeople in the important roles. In Springfield, salespeople from that city made up the cast. In Dayton, National Cash Register Company employees played the parts.

These gatherings are part of a plan of F. J. Nichols, director of the Merchants Service Bureau, to spread the gospel of better business methods. National, State, and civic bodies are being addressed every day by some representative of this bureau. In all, in the course of a year's time the audiences have numbered many thousands.

#### THE RESULTS

The immediate result of each meeting has been a stimulation of interest on the part of the people behind the counters as well as among the merchants themselves. The speakers, upon all occasions, have been Mr. Nichols and L. H. Buisch. Mr. Buisch wastes no words getting down to business. "The retail salesperson is the most important link in the chain of distribution," he declares. "If he fails to do his part in selling goods, all the labor and expense that go into producing the raw material, manufacturing and transporting the product to the store, are in vain. It is the salesperson who

meets the consumer face to face, who determines, in the last analysis, what is sold and what is not.

"Twice as much time is spent in walking in the average store as in actual selling. Much of this walking is unnecessary, due to improper location of merchandise and other things. Time can be saved by grouping merchandise that usually is bought together, and having the wrapping materials conveniently located. Unseasonable goods should not be allowed to use valuable space on the shelves.

"A smile is a business man's best asset. A friendly greeting with a smile for every customer is the foundation of success for many.

"Salespeople should take advantage of their many opportunities to study the art of selling. They should learn how to judge and serve the different types of customers. It is imperative that they know more about the merchandise they handle so they can answer questions intelligently. They should also know the various uses of the different kinds of things they sell.

"Selling by suggestion is the most productive type of salesmanship. By suggestion, the amount of the sale is increased. By suggestion, friends are won for the store. It is a real service when customers are courteously reminded of things they might otherwise forget.

"Selling is a profession. It should be studied as doctors, lawyers, engineers study their respective professions. Even a few hours a week spent in serious study and in reading the trade papers and descriptions of merchandise, will, if the ideas be put into practice, increase the selling ability and the earning capacity of any man or woman who is engaged in selling."

Mr. Nichols explains the operation of the Bureau and points out the necessity for the use of more facts in business. He shows with charts what merchants are most interested in and what they are most interested in knowing. He points out that:



## Straight from the Shoulder, A President Says

What is the single purpose of The United States Daily?

To furnish business and financial leaders with a day by day record of Government action as it affects their business.

Is this information important to American business?

Hear what the President of the Kalamazoo Vegetable Parchment Company, Mr. J. Kindleberger, says:

*"What you say, you say straight from the shoulder, in language that is clear. You have a fine sense of knowing what is essential."*

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America*

**DAVID LAWRENCE**  
President

New York Office:  
52 Vanderbilt Ave.

**Washington**

Chicago Office:  
London Guarantee Bldg.

**VICTOR WHITLOCK**  
Vice-President and  
Director of Advertising  
  
San Francisco Office:  
Bulletin Building

"Business conditions are changing. Business methods must change and keep pace with the conditions.

"The last quarter-century will go down in history as notable for its scientific discoveries and inventions and particularly because of the application of scientific methods to business management.

"Manufacturers, transportation systems, and other lines of business have applied scientific processes to their business, but merchants have been somewhat slower to adjust themselves to the changing requirements.

"Today, merchants realize that we are in an era of scientific management of distribution. That old rule-o'-thumb methods must go. That instead of guessing about the vital facts and figures of their businesses, they must *know* exactly what is taking place.

"Department stores and chain stores have led the way in scientific merchandising and store management. Other retailers are adjusting their methods to the new order. They are beginning to appreciate the value of daily facts and figures about their businesses. They are asking questions and experimenting as they have never done before.

"One of the best evidences of this awakened interest is the fact that our Merchants Service Bureau answered 106,864 questions last year for merchants. These came from 258 lines of business and from stores of all sizes, located in every type of community from country cross roads to the biggest cities in the United States and Canada.

"It is significant that one out of four of these questions was about the personnel problems of the stores. This proves conclusively that the old problem of human relations is still the most urgent in business. After all, it is the men and women who work in a store, who are in daily intimate contact with its customers, who determine the success of a business.

"Other problems are important and should be given more attention than they receive in many stores.

But the great outstanding need today is for better salesmanship. The retail salesperson is truly the most important link in the chain of distribution."

Someone may inquire, "Well, after all, does it pay?"

Of course it does. More than 106,000 questions pertaining to business problems were asked and answered by the Merchants Service Bureau in 1925. This year, the number is going to be much larger. It has been forcefully demonstrated within the four years of activity of the Merchants Service Bureau, through meetings held in every State in the United States and every province in the Dominion of Canada, that merchants and salespeople want to know the how of successful practice in their professions. That thousands have made up the audiences thus far held, and that letters of commendation by the hundreds have followed these meetings, answer the question as to their desirability and benefits.

### Bolt and Nut Campaign Started

The Foster Bolt & Nut Manufacturing Company, Cleveland, has started an advertising campaign, using business papers and direct mail. Oliver M. Byerly, Cleveland advertising agency, is directing this account.

### Vanadium Corporation Appoints J. A. Miller, Jr.

The Vanadium Corporation of America, New York, has appointed J. Alfred Miller, Jr., assistant general manager of sales. Mr. Miller, who has been with the Vanadium company since 1922, had been general sales engineer.

### H. V. Stoddard Starts Own Business

H. V. Stoddard, for several years with the Montreal office of the MacLean Publishing Company, has entered into business on his own account as a publishers' representative with offices at Montreal.

### E. M. Fuller with Minot, N. D., "News"

E. M. Fuller, formerly advertising manager of the Moberly, Mo., *Monitor-Index and Democrat*, has been appointed to a similar position with the Minot, N. D. *News*.



GREAT religious organization had a real problem. A book had been planned to assist in a national charities campaign. Half a million copies were needed, and in three weeks' time.

Drawings in full color had to be made, then process engravings, printing plates, paper of a special size—the actual production and shipping of the half-million books—with only three weeks to go. It couldn't be done.

But we did it!

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

Mrs. N.



**N. B.** This advertisement is one or a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

**THE CINCINNATI**  
“Goes to the home

# Mrs. Northside ...“Mother-laureate”

“I’LL wait, Jim—I’ll wait forever; but there’s really no need of it. We’ll get on—oh, we’ll show the whole world!”

It was a slim, starry-eyed girl who spoke. Her faith was contagious; Jim’s frown broke into a happy smile. A few weeks afterward, the “For Rent” sign left the window of a cottage out beyond Pullan Avenue; Mr. and Mrs. Northside moved in.

That was twenty years ago. Today, the Northsides live in a larger house. There is money in the bank and bonds in a lock box. The Northsides have prospered!

But prosperity hasn’t changed Mrs. Northside. She is as lovely as ever, and the same thoughtful planner. She has wonderful dreams for her children—and you can wager she’ll make those dreams come true. For, while her head is in the clouds, her feet are firmly fixed on the ground. She is a practical idealist.

She shows her practicality every day in her shopping—she is known everywhere as a “canny buyer.” And here The Enquirer helps her. For Mrs. Northside has long been a subscriber to this paper; reading it is a regular part of her day. And a regular part of most of her neighbors’ days. For in this community are 2,262 residence buildings; here 1,659 Enquirers are delivered.

To many merchants, these facts are not news—they have used The Enquirer for years to reach this market. And they have profited by doing so . . . Why not “steal a march” on Success, Mr. Advertiser, by following the lead of these merchants?

I. A. KLEIN

New York Chicago

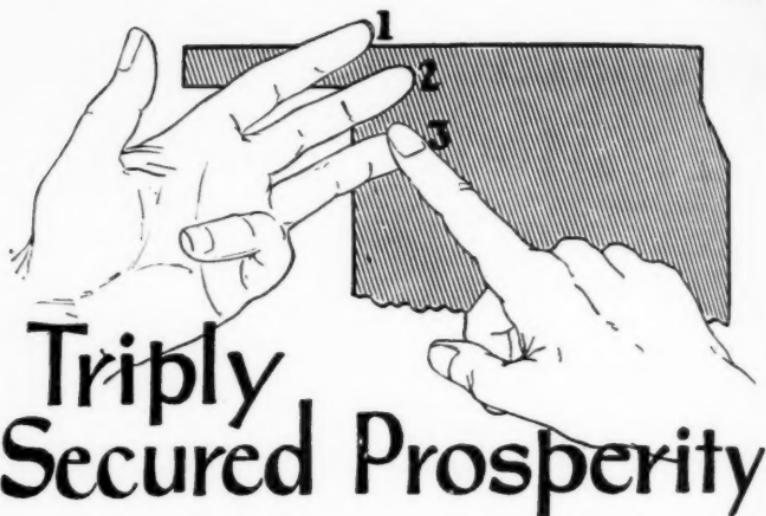
R. J. BIDWELL CO.

San Francisco Los Angeles



**ENQUIRER**  
*stays in the home”*

July 1, 1926



# Triply Secured Prosperity

## Oklahoma Holds Out Giant Incomes From Wheat—Oil—Cotton To You

Sixty-five to ninety million dollars are now being thrown into trade channels in Oklahoma as a result of Oklahoma's greatest wheat crop. The oil industry is in a most healthy condition with production and prices both high and new developments indicating still better times ahead. Early cotton indications point to a crop of from 1,400,000 to 1,600,000 bales.

Thus, Oklahoma's prosperity is triply secured. Oklahoma City's trade territory, which produces fully 60% of the total wealth of Oklahoma, is covered thoroughly and alone by the Daily Oklahoman and Oklahoma City Times. This market, unusually responsive at all times, will be even more impressionable this fall.

*Circulation Daily—More than 140,000, Sunday 86,000*

# The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*thoroughly and alone cover the Oklahoma City Market*

E. KATZ SPECIAL

New York, Chicago,  
Kansas City



ADVERTISING AGENCY

Detroit, Atlanta,  
San Francisco

# Putting the Product into the Illustration

The Picture Need Not Be Prosaic Merely Because the Product Is Featured

By W. Livingston Larned

THERE are various forms of advertising illustration, but it is generally conceded that the most satisfactory form is that which links picture with product. This does not necessarily mean the use of goods, as, for example, a woman working over a stove. The strikingly successful illustration of today does it in a more subtle manner than this. The tie-up takes the form of some clever and pictorially interesting conception.

An advertisement for Yale locks seeks to point out that Yale products in this field are superior in matters of hidden workmanship. "The difference is inside," says the advertiser.

Now compare two possible types of illustration for an advertisement of this kind. One might show a man opening a Yale lock and looking into it. Another might visualize some factory operation. In both instances, the product itself would be shown in very small size.

But in the Yale layout, a lock was pictured, larger than actual size. The upper part was a faithful reproduction of the lock in question. The lower part was mortised out, and into this space

was drawn the study of a man, at his workbench at home, opening up a Yale lock and examining the inside detail. Thus it was possible to blend the product with the picture along the most intimate lines.

I have seen many studies of men shaving with certain safety razor blades but none that impressed me so much as the greatly enlarged photograph reproduction of a blade, with the camera study of a man, shaving, superimposed upon the blade itself. The caption explained things nicely: "The secret is in the blade itself." The man who was shaving certainly registered complete satisfaction.

In such instances as this, the intimate contact between pictorial effect and the product is complete. One large area of space is used to

exploit the two at the same time. On the other hand, a different composition might show a man shaving, as the main illustration, and an enlarged or actual-size reproduction of blade beneath, separate and apart from the human-interest section of the layout.

There is no more ingenious blend of the pictorial with the product than a half year's series



New socks to pair up with your sport shoes



**IPSWICH**  
De Luxe-HOSIERY

WHILE THE SOCKS ARE MERELY A PART OF THE ILLUSTRATION, THEY ARE THE MOST CONSPICUOUS

WHITE flannels and sport shoes are likely to make your last winter's socks look like a dud in a fast furniture.

These new Ipswich socks blend lively patterns and colors into racy style. Half a dozen pairs of them will cost you only about as much as three good golf balls which you may buy today and lose tomorrow.

You will find a full line in stores where you see the Ipswich HOSIERY SHOP sign.

July 1, 1926

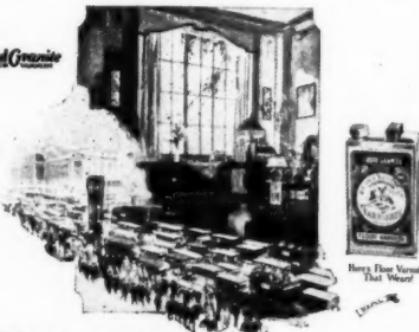
for Granger rough-cut tobacco. It is a campaign which has attracted very general attention because of this element. The pipe and tobacco are always interlocked with the illustrative scheme. This is done, as a rule, by animating the pipe. During the commencement period, an advertisement appeared showing a very serious pipe, turned upside down, wearing a college cap and spectacles. The product linked with a pipe, carried the illustration along with it.

It is argued that an illustration showing a man pouring tobacco into the bowl of a pipe would not have been as effective as this humanizing of the pipe and its very relevant association of whimsical ideas.

It seemed much more effective to see a picture of the Foxboro industrial recording instrument, giant as to size, set down in the midst of many factories, a living part of the composition, rather than an actual photograph of an installation in a plant, the device so small as to be almost negligible. In brief, there is a rather delicate distinction in this matter of arriving at the difference between various types of illustrations which combine product and use or environment in one design. Some are rather commonplace because they show the expected and the conventional. A picture of a small electric light plant placed, normally, in the basement of a farmhouse, with illumination visible through the window, could not be considered as effective and dramatic as the same dynamo, hazily suggested against a night sky, while in the foreground is spread an entire farm, with tiny sparks glistening where those lights would appear in everyday

life, as dusk settled over a scene of that character.

A manufacturer of writing paper wished to suggest that correspondence paper could be found which would match the personality of the writer. One illustration was of a charming young girl penning a note; the other featured a sheet of the paper with the face of the

*Liquid Granite*Berry Floor Varnish  
That Wears!

Liquorice

## Think of the traffic that crosses your floors/

An avenue of traffic crosses your varnished floors year after year. Millions of steps are taken. Thousands of miles are traversed. Heavy furniture, vacuum cleaners, toy wagons and miniature trains are dragged to and fro, back and forth.

To have beautiful, unmarred floors

buy floor varnish for the mileage it gives, the wear it resists and the service it renders.

Liquid Granite's exceptional durability accounts for its world-wide use. It endures millions of steps. Every passer knows it wears. Buy it from a dealer near you.

## BERRY BROTHERS Varnishes Enamels Stains

Detroit, Mich.

Walkerville, Ont.

TWO ILLUSTRATIONS HAVE BEEN MADE INTO A SINGLE  
PICTURE

girl showing through, ghost-fashion. At first, this face was not observed. Then it gradually materialized. Here, again, is to be found the ideal meshing of the two pictorial units, without affectation or a straining after certain results. One type of picture is to be found everywhere; the other is a rarity.

There was recently drawn for a shock absorber an illustration requiring a high degree of pen skill, because it was two pictures fused as one. The product, itself, was so ingeniously woven into a rough road vista and a car having its own troubles as it plowed through the ruts, that at first, no one part stood out over the other. It was

a species of phantom effect, at once mystifying and technically unusual. Here, also, is an instance of picture and product united as one.

A bottle of milk reproduced almost actual size, is a mortise for happy faces of little children, glowing with health. But at a distance, you could not distinguish these faces. They had been drawn very delicately.

Putting the product into the illustration, therefore, can mean a great deal more than merely introducing it along conventional lines. Merely to show children drinking milk, while the mother filled the glasses, would not represent this new and more subtle arrangement.

A series in newspapers and magazines for the Hookless Fastener is elastic in more than one respect. The product flares out and its path provides a natural space for various related illustrations or even a complete summary of all the uses of the idea.

Two elements were desirable in a heavily illustrated campaign descriptive of a great Western scenic park: The character of the country, which was picturesque to a degree, and its historical phases, for it was here that the Indians roamed in the old days and before them, the cliff-dwellers.

But this might necessitate two illustrations in every advertisement. What could be done about it? There was not sufficient space for two pictures. The descriptive copy was quite as important as the artist's share in the campaign.

The solution was not so difficult when imagination was brought to bear. The first series presented the scenic side of the country as it might have looked back in the reign of the cliff dweller and the roving Indian. Men, women and children moved in a natural environment. You could peer into the home of a little family, high in the face of a great scarlet and yellow cliff.

Thus the scenery and action-atmosphere were combined in a single impressive illustration. The second campaign of drawings was even more unusual and dramatic.

Over photographs taken in the park, the artist drew, in white, the phantom figure of an Indian, riding his horse, building his camp fires, stalking game.

The "product," which, in this case, happened to be scenery, was successfully combined with the other illustrative elements, economizing space and creating a distinctive series of pictures.

The advertiser is ever seeking new and more strikingly original methods whereby his product can be made the feature of elaborate compositions. He is eager to avoid the old-style "pointer" scheme, whereby the public was led by the ear up to a certain part of the picture and told: "Here is where we want you to look first. See, this is the thing we manufacture."

He is equally certain, as he looks around, that artists and layout specialists are accomplishing quite remarkable things in this field. The product, itself, is shown in a large and commanding manner, but practically always in company with spirited accessories.

#### HOW IPSWICH DOES IT

A half page periodical layout for Ipswich hosiery for men contains practically all of these newer elements, very cleverly dove-tailed. It is a representative illustration of its class.

The artist's point of vision is as though one were looking from the porch of a country club. The man wearing the Ipswich hose is not shown; only his legs are thrust upward into the composition, as feet rest on the veranda rail. A golf club, as though held in an indolent hand, also projects upward, supplying an interesting bit.

Through the first and second rail of the porch, there is a glimpse of players, on the course, just teeing off. This latter background has been drawn in tempera in soft tones of unobtrusive gray. The most important point of the entire picture is the hosiery on the legs. By eliminating all background at the top, these legs are thrust against white paper, which further carries out the composition plan. The product is

July 1, 1926

woven into an illustration, but in a way which makes the product, itself, the chief centre of visual interest.

There are innumerable examples, today, of this more satisfactory combination of illustration and product and admirable headline, and they simplify the embellishment of the campaign, eliminating unnecessary zones of eye interest. It is the better plan.

## The Agent as a Member of the Board

VICK CHEMICAL COMPANY  
GREENSBORO, N. C., June 16, 1926  
*Editor of PRINTERS' INK:*

We understand that an issue of PRINTERS' INK a short time prior to February 20 contained lists giving the names of advertising agents who are directors in important business enterprises.

We do not know the exact date of this issue, but as we are desirous of getting hold of these lists, we are wondering if you could not give us the exact date of the issue carrying them.

VICK CHEMICAL COMPANY.

SAMUEL C. DOBBS, former president of the Coca-Cola Company and one of the first presidents of the Associated Advertising Clubs of the World, in an article which appeared in PRINTERS' INK of January 14, suggested that it was in order for many businesses to make their advertising agents members of their boards of directors. This is the article which the Vick Chemical Company is inquiring about.

Mr. Dobbs was of the opinion that the advertising agent would often be as valuable an addition to a company's board as its lawyer and banker. He spoke from experience, for the Coca-Cola company had its advertising agent as a member of its board.

PRINTERS' INK published at the same time a list of advertising agents who were members of the board of industrial enterprises. In a later issue, February 11, a supplementary list appeared on page 130.

Only a week ago there appeared in the columns of PRINTERS' INK a statement by a specialist in

budgetary control, J. O. McKinsey, which shows that Mr. Dobbs was handing out practical advice. Mr. McKinsey's statements were concerned with trends in general administration of business. The second most important trend, according to his order of listing, follows:

Trend to give consideration to the composition of the board of directors. Heads of departments (who make a very good executive committee) are not as desirable for board in formulation of general policies as persons with *outside interests*.

Certainly many advertising agents have enough *outside interests* to enable them to qualify as members of any board of directors.—[Ed. PRINTERS' INK.]

## Mail Order Publishers Form Association

The Mail Order Publishers Association is a new organization which has been incorporated under the laws of the State of Illinois for the purpose of developing the urban and rural advertising field. There are ten charter members in the new association of which John Howie Wright, publisher of *Today's Housewife*, is president. M. E. Hayes, publisher of *Mother's Home Life*, is vice-president, and George W. Weatherby, of the W. D. Boyce Publications, is secretary-treasurer.

## New Accounts for Williams & Cunnyngham

The Arcade Manufacturing Company, Freeport, Ill., manufacturer of toys, moulding machinery and foundry equipment; J. D. Wallace & Company, Chicago, manufacturer of portable woodworking machinery, and the Roddis Lumber Company, Marshfield, Wis., manufacturer of veneer doors, have appointed Williams & Cunnyngham, Inc., Chicago, to direct their advertising accounts.

## Caradine Hat Company Ap- points D'Arcy

The Caradine Hat Company, St. Louis, importer and manufacturer of straw hats, has appointed the D'Arcy Advertising Company, of that city, to direct its advertising account. A campaign has been started, featuring Airway straw hats.

## Richmond Anderson Dead

Richmond Anderson, founder of the Anderson Advertising Company, Cincinnati, and a commercial artist, died at that city last week at the age of fifty-seven.



During the past week the GRAPHIC gained 15,000.

Next Monday the GRAPHIC begins publication of one of the most sensational feature stories arising from the Great War—a probable solution of the mysterious fate of Lord Kitchener according to a prominent German writer on naval affairs.

NEW YORK  
**EVENING  
 GRAPHIC**

Harry A. Ahern, *Advertising Mgr.*

25 City Hall Place, New York

Charles H. Shattuck, *Western Mgr.*

168 N. Michigan Ave., Chicago

# Responsiveness

*is the product of*

*The 3 R's*

1.

**Readability**

2.

**Reliability**

3.

**Responsibility**

# The Farm

first                      in                      the

PHILADELPHIA

NEW YORK

BOSTON

ATLANTA CHICAGO

**Responsiveness**—this great asset of The Farm Journal, this consistent pulling power which circulation figures alone cannot explain—has been recognized by The Farm Journal's advertisers for half a century.

When you consider that 114 concerns have advertised continuously in The Farm Journal for more than twenty-two years, many of them for over thirty years, ten of them from forty to forty-eight years, and that 237 other advertisers have used its columns continuously from five to twenty years, you need not speculate about the **Responsiveness** of The Farm Journal.

This **Responsiveness** is a traceable, tangible product of Readability, Reliability, Responsibility—the 3 R's of Journalism. It is a natural result of the confidence instilled in the minds of The Farm Journal's readers—a confidence shown not only toward The Farm Journal itself, but also toward those advertisers who use its columns continuously year after year.

The confidence of The Farm Journal's readers—engendered by 50 years' Readability, Reliability, Responsibility—has made The Farm Journal the *most responsive of all national farm publications*. Moreover, 75.5% of its 1,300,000 circulation is in the 1198 better-than-average agricultural counties.

### A Half Century of Responsiveness

# Journal

farm field

ANTA CHICAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

# My Solution for All the Problems in the World

If You Can't Put Romance and Jazz into Your Advertising, People Won't Read It

By Edward S. Jordan

President, Jordan Motor Car Company

ONE publisher recently asked me to write a book on salesmanship and I told him if I did write it, it would contain only one page. Furthermore I told him that page would contain few words.

This would be it:

"If you want to sell anything, you must be able to speak the English language first. You must be able to speak it so you can be heard in an ordinary room. You must tell what you think about your own product and tell it to all the people you possibly can, and that is all there is to salesmanship."

The story about advertising is very much the same and quite as simple. The trouble with selling and advertising is that there are too many clever people connected with the business who are trying to make it complicated instead of making it simple.

So I am going to give you a few fundamental answers to a few simple, fundamental questions and tell you how I apply them to my own business. If you agree with me, all right, if you don't, just tell the committee never to invite me to this convention again.

Just a few fundamental answers. I travel all the time, meet a lot of people. Almost everybody is thinking superficially. Very few people are thinking fundamentally. There is a simple, fundamental answer to every problem which arises in your own life, in your own business, in connection with your selling—a simple, very simple, fundamental answer. Now I will give you a few illustrations, first,

some that are more or less facitious.

People say to me, "Why is Henry Ford the greatest manufacturer in the automobile industry?" I could give them five million words on that if I wanted to, but why not put it in a few simple words, a simple, fundamental, true answer? Henry Ford is the most successful manufacturer in the automobile industry because he was the first man to build an automobile for the other fellow. All of the other early manufacturers built cars in which they liked to ride, themselves.

If you will analyze that statement, you will discover that that is the basis of Ford's success. All of the other early manufacturers built cars presumably for the rich man. Ford built a car for the mass, and met a demand for individual transportation which had been accumulating for 2,000 years, and then all he had to do was to be stubborn enough not to change it. All the other manufacturers changed jobs from year to year, increasing their overhead, increasing their cost, increasing their merchandising problem. Ford just went on and built the same thing. That is the basis of his success.

## THE APPLICATION OF FUNDAMENTALS

The fundamentals of business always will be the same. If you understand these fundamentals you can be different, because so few do understand them. They are all trying to be complicated. My business is transportation. I will tell you something about the application of fundamentals to my business.

It has to do with the cost per ton mile. That is the fundamental of civilization, and I will tell you

Part of an address made before the Twenty-second Annual Convention of the International Advertising Association at Philadelphia on June 21.

The New  
**DELINEATOR**

# The NEW

*With the November  
and the Designer will  
magazine to be known.*

# DELIN



THERE are in this country  
whose fashions influence  
whose very habits affect  
millions.

The Delineator  
the lives of 1,700,000

In every community,  
going, eating and drinking,  
will wear, eat and drink.

In the last decade  
increased as a result of  
enriched educational  
advantage.

# W Delineator

In November issue the *Delineator* and the *Designer* will be combined in one volume and known as

# LINEATOR

HERE are in this country three or four million families who are fashion leaders in clothes, styles in decoration, indeed, whose very habits of living, are emulated by the other millions.

The *Delineator* and the *Designer* are now a part of the lives of 1,700,000 families in that group.

In every community you will find these people, wearing, eating and doing today what the rest of the world will wear, eat and do tomorrow.

Over the last decade this section of the public has vastly increased as a result of rising living standards, broadened educational opportunities and increased cultural interests.

It is to this enlarged group, which has gained in influence as it has gained in numbers, that the new Delineator will be addressed. Building upon the foundations established during two generations of publishing, the appeal of the new Delineator will be intensified, both in editorial content and in physical appearance. In it will be presented the latest authors, the smartest fashions, the most advanced information on the art of living.

The price of the new Delineator will be 25 cents.

The guaranteed circulation, from the November issue, will be 1,250,000.

The present guaranteed circulation of the Delineator and Designer is 1,700,000.

Manifestly, the advertiser for some time to come will be receiving several hundred thousand excess circulation.

The new Delineator, November issue, closes September 1.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, President

why it is. When the first farmer produced a little more on his little plot of ground than he could use himself he carried it on his back from that little plot of ground, or his farm, to the nearest market, established contact with other human beings, carried his profit back to the little farm and invested in additional agricultural produce. His radius of distribution depended upon what he could carry on his back and how far he could walk.

His contact with the world, his contact with other human beings, his cultural possibilities, absolutely depended upon the distance he could walk with that load. Finally, he conceived the idea of inventing the wheel. He increased his radius of distribution, increased his contact, increased his profit, widened his selling area, carried back his profit and put it into the ground.

This was the beginning of business. His scope depended upon his cost per ton mile. The scope of every modern business depends on just that.

Finally, we arrive at the point where we control \$300,000,000,000 of the world's wealth as against \$90,000,000,000 accredited to our nearest rival, Great Britain—solely because we have the lowest cost per ton mile in transportation.

Advertising is based on these theories:

Father over there thinks in terms of economy—the pay-roll. He has to produce the money. Mother over here thinks in terms of her children's opportunity. Daughter thinks of social prestige and a happy marriage. The boy thinks of travel, speed, adventure, get-up and go. That is true in every family.

Then there is a pet in every family. It is a horse, a dog, a baby or a radio outfit, a talking machine, automobile or something else in which they have pride of ownership. These are the five fundamental family factors and points of view. If you depart from those you are wasting your money.

But clever people can't understand it. They don't do it that

way because it isn't clever enough; it isn't complicated enough.

Those four people in that family have just five ordinary recognized senses. They haven't any other except this thing called balance, which is controlled by little canals of the ear, but they react ordinarily in accordance with their five senses.

What are they? The woman walks in. (And don't ever forget when you are selling anything to a family that every normal man is dominated by some woman.) He thinks he is smarter than she is. He will ask a lot of trick questions, but she will finally say the word, especially when you are selling automobiles.

#### THE INFLUENCE OF COLOR

She walks in and she looks. The color is red, which is the color of the sun; green, which is the color of the grass, or blue, the color of the skies. She doesn't know why it is, but she came from the Garden of Eden, and the apple was red and the sky was blue and the grass was green, and Adam fell for her. Those are fundamental things. You can laugh at them, but if you want to sell an automobile, a second-hand car, paint it one of those colors and see what happens. You can't paint it any other and have any wide demand.

She looks and the color is interesting. She feels of the lever, the second physical act. She steps in and sits down and she likes to see her husband go over the hill past her neighbors. It is not the axles, not the transmission, not the steering gears; it is social progress. She is stepping up the social scale.

You don't have to go far to get ideas for advertising. It isn't hard to write advertising to people like that. It is based upon those simple, human fundamentals, and when you do it that way, you can sell your output for one-fifth the amount of money that any other manufacturer is spending doing an equal volume. It is interesting, isn't it? It is just economic. It is just cheaper, that is all. While all the other fellows are writing long pages, reading like the Decla-

ration of Independence and the "Congressional Record." Why do they do it? Because the first successful men in this country probably couldn't sign their own names. They just had the knack of making money. They weren't educated. So they hired school teachers and ministers to write their advertising, and the advertising was like the Declaration of Independence and the "Congressional Record."

Advertising in the advertising pages of a publication must compete in reader interest with reading matter in the publication, and if you can't put romance, if you can't put jazz into your advertising, you are whipped. They won't read it.

There are too many pages in the publication. They won't pick you out and read your copy unless it is as interesting as the copy inside the publication. They may see your name. They may get a reiterating impression of your name, but they won't read it and they don't write 150 or 200 letters a week commenting upon it.

There is nothing to this whole problem of advertising and selling except thinking in terms of fundamentals, thinking in terms of ourselves, how we feel about things, how the other fellow feels about it, and if you think from his point of view and write it from his point of view, he will read it and like it and talk about it, and then you will have advertising.

### G. B. Gallup Goes to Florida

George Brewster Gallup, recently national advertising manager at New York of *Sunland* and *The Packing House News*, has joined a real estate organization at Bradenton, Fla. He formerly was sales promotion manager of the Home Owners Service Institute, Inc., New York, and had been with the advertising department of the New York Tribune.

### H. A. Guthrie with George L. Dyer Agency

Henry A. Guthrie, who has been with the American Face Brick Association in charge of its Better Homes Bureau, has joined the Chicago staff of The George L. Dyer Company, Inc.

### Only One Free Postage Copy May Be Sent Advertisers

In a bulletin which has been sent to publishers by the Post Office Department, the regulations restricting the free postage mailing of publication copies to advertisers is explained. The bulletin, which is signed by R. S. Regar, Third Assistant Postmaster-General, reads as follows:

"Attention is invited to the provisions of paragraph 1 (f), section 400, Postal Laws and Regulations, from which it will be seen that only one copy of each issue of a publication containing an advertisement of a person or concern, and of such issues only may be mailed as to a subscriber to such advertiser on account of and in proof of the insertion of advertisements. Postmasters should inform publishers accordingly and see that the proper postage is paid on additional copies sent advertisers."

### May Automobile Production Lower

The United States Department of Commerce reports that 394,781 passenger cars and 51,374 trucks were produced in the United States and Canada during May. In April 402,574 passenger cars and 53,268 trucks were made. The figures for May, 1926, were greater than those of May, 1925, when production was reported as 384,548 passenger cars and 45,718 trucks.

### Automotive Equipment Account for Philadelphia Agency

The United States Asbestos Company, Manheim, Pa., manufacturer of brake linings and clutch facings, has placed its advertising account with the McLain-Simpers Organization, Philadelphia advertising agency. Automotive trade journals and direct mail will be used.

### W. A. Poos Joins Miami Valley Coated Paper Company

Walter A. Poos has joined The Miami Valley Coated Paper Company, Franklin, Ohio, manufacturer of Community Enamel and other coated papers, as vice-president and sales manager. He was formerly assistant sales manager of The Peninsular Paper Company, Ypsilanti, Mich.

### Williams, Lawrence & Cresmer Add to Staff

Hawley D. Ely and Donald B. Millar have joined the Chicago staff of the Williams, Lawrence & Cresmer Company, publishers' representative.

### Stanley Works Buys American Tube & Stamping Company

The Stanley Works, New Britain, Conn., hardware and tools, has purchased the American Tube and Stamping Company, Bridgeport, Conn.

# Getting Customers to Write Our Advertising

How We Discovered What the Public Wanted to Hear About

By E. W. Wilson

President, Pacific National Bank, San Francisco

**T**HREE is one thing sure about going to your own customers for their opinions about you and your product or its service. You will get facts which shed new light on how to improve methods and you will discover that customers can write better advertisements about you than you could ever think up for yourself. Details of service, apparently unimportant and minor qualities, may be of great importance in the customer's mind. Our recent experience in securing the help of our customers in writing our advertising makes me believe it is an excellent plan, one which many manufacturers might consider with profit. The results surprised us.

Our bank was organized a little over a year and a half ago as an independent business bank. We adopted at the start, and have followed, a set of policies which we advertised as reasons why depositors should do business with us. These policies in brief were:

No competition with customers in business—the interests of our depositors are the only interests of our officers.

Service that understands and meets the needs of legitimate business.

Concentration of resources and personnel in a single institution with a single purpose and with responsible officials always available.

Unfailing courtesy and consideration towards all depositors—regardless of the size of their accounts.

After a time when our bank felt it had, in its publicity, covered the limited field of telling what, as a new bank, it had to offer, we decided that the best way to test our success would be to ask our customers for their frank opinions. Knowing the diffidence that prevents many people from giving criticism, whether constructive or otherwise, we asked for unsigned replies.

To keep the procedure simple,

we condensed our questions and limited them to three: First, was our service up to our promise; second, what induced our customers to continue their relations with us; third, what in their opinion could we do to better our bank service from their viewpoints?

The results of the questionnaire were startling. Out of 1,000 sent out, we received approximately 600 replies. Quite a number of our depositors signed their answers, those who criticized unfavorably, as well as those who had bouquets to offer, and *vice versa*.

By count, 97½ per cent said the service of the bank was as good as, or even better than, they had originally expected. There were a scattering few who expressed disappointment, but inasmuch as these were, with one exception, anonymous, and their reasons were indefinite, we could not well follow the course of the complaints.

Of the approving answers to the second question, over one-half were emphatic in their commendation of the Pacific National Bank's confining its activities to banking only, while the remainder expressed their appreciation of the bank's friendly atmosphere on the part of its officers, its tellers, and other employees.

Occasionally, there came the inevitable proof of personal friendship on the part of the depositor for some particular officer or staff member, and these were just as gratifying and acceptable to us, as the more general compliments. We learned wherein our counter service was strong or weak, and thus we were enabled to develop it along those lines which most pleased the banking public.

The suggestions for betterment of service were intensely interest-

ing. By a fine analysis of the replies, we saw immediately the necessity for more tellers' windows and a changing of lunch hours to meet peak load points of service demands. We were enabled to speed up certain phases of our clerical machinery and to make them more effective in emergencies, as well as to try and put into use varied suggestions for lobby conveniences.

The whole plan was enlightening. It held up to us a mirror in which we could see ourselves as the other fellow saw us. We whose work is so intimately and closely tied to the constant functioning of the machine we run all day long, can hardly be expected to get the perspective of the fellow on the outside looking in. And it was this thought that prompted us to find out what we were really thought of by those people whose good-will and opinions are the sources from which we draw our business—our own depositors.

We did not stop at getting back the questionnaires. We dissected them, put those parts into operation which were practical, and then decided that our newspaper advertising would be much more powerful and influential if our own customers said these things about us, than if we said them about ourselves.

And so we culled from the accumulated mass of replies, some outstanding points that even we had never thought of as being particularly important. Details to which we never thought the general public paid any attention at all were paraded in front of us as high spots of favorable service.

We feel that the greatest value resulting to us from the plan was that it inspired in our customers' minds that they were actually being taken into partnership with us. So much was this so that we continue to receive friendly ideas daily, all undoubtedly submitted in the spirit with which the original questions were received.

We have had so many inquiries from our correspondent banks and friends for data as to the questionnaire campaign and its results

that we have reprinted in brochure form the advertisements, and a résumé of their purpose.

### Hotel Advertising to Convention Delegates

During the recent convention of the Associated Advertising Clubs of the World at Philadelphia, the Ambassador Hotel, Atlantic City, N. J., used space in Philadelphia newspapers that was directed to the delegates. The copy used advertising terms and read in part, "Advertising Men." Just 1 Hour Away There's—Circulation, Rates, Attention, Position, Prestige, Appeal, Contact, Display, Results."

Each of the above words was followed by a line or two of comment; for example, after "circulation" there followed "Maximum. Gets every breeze from the Atlantic." In a box at the right was a cut of the hotel and a list of the articles that should be brought by a prospective guest.

### New Accounts for George Harrison Phelps

George Harrison Phelps, Inc., Detroit, advertising, has been appointed advertising counsel for the Frederick K. Stearns Company, also of Detroit, pharmaceutical manufacturer.

The Consolidated Laundries Company, New York, also has appointed the Phelps agency to direct its advertising.

### "La Palina" Cigar Earnings Increase

The net earnings for the first quarter of 1926 of the Congress Cigar Company, New York, maker of La Palina cigars, totaled \$403,458, before taxes. This is an increase of 11 per cent over the first quarter of 1925 when profits of \$363,757 were reported.

### W. T. Denniston with Milwaukee Agency

W. T. Denniston has joined the staff of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. He was formerly with the Thresher Service, Inc., New York, and the World Barter Corporation, New York.

### W. G. Andrews Joins Tucker Rubber Corporation

W. G. Andrews, recently sales manager of the central division of Pratt & Lambert, Inc., Buffalo, N. Y., has joined the Tucker Rubber Corporation, also of that city, as general manager and chairman of the executive committee.

Rohe Reidenbach, commercial artist, has joined the Pitt Studios, Pittsburgh, Pa.

LORD & THOMAS

AND

THOMAS F. LOGAN, INC.

ANNOUNCE THEIR CONSOLIDATION

AS OF JULY 1, 1926

UNDER THE NAME OF

LORD & THOMAS AND LOGAN

CHAIRMAN OF THE BOARD

ALBERT D. LASKER

PRESIDENT

THOMAS F. LOGAN

CHICAGO

WASHINGTON

NEW YORK

SAN FRANCISCO

LONDON

LOS ANGELES

# LIBERTY OFFERS

These Major Short Cuts  
to Consumer Influence  
In the Weekly Field

*—to the Consumer Influence that writes dealer orders*

"YOU tell the millions—they'll tell the dealer," is the creed of men who advertise for profit.

Retailers buy what Mrs. O'Grady and the Colonel's Lady, what Banker Vandercourt and plain Bill Jones tell them to buy.

Jobbers buy what retailers ask for—and retailers buy what their trade asks for. Sales sheets fluctuate with consumer demand. Trade marks worth countless millions rest on it. The chief object of national advertising is to win it.

Seasoned advertisers work on that basis. Advertising to them is simply a means of talking to the millions. For all records prove consumer demand is the one, traceable source of dealer demand.

Thus the great question men ask of advertising today is, "Will it be seen and read by the millions?" Dealer sales rest chiefly on that factor.



That is why LIBERTY, offering four unique advantages in winning maximum consumer influence in the weekly field, has become an advertising sensation.

1

## "LIBERTY Meets the Wife, Too"

85% of all advertisable products are influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46% of LIBERTY's readers are women. Every issue appeals alike to men and women because of LIBERTY's unique policy of editing to both. That means a 100% reading in the home. Because LIBERTY appeals to the whole family, its reading is multiplied.

2

**"No Buried Ads"**  
Every ad in LIBERTY is printed

**"No Buried Ads"**

at or near the beginning of a fiction or editorial feature. That's due to a unique type of make-up which

no other publication employs. Thinking men don't ask, "Will my ad be read?" when that ad is booked for LIBERTY.

### 3

#### Minimum Circulation Waste

78% of LIBERTY's total circulation is in the districts which return 74% of the total taxable incomes of the country, 48% of the total motor car registration, and in which by far the great majority of advertised products are sold.

### 4

#### 99% Newsdealer Circulation

LIBERTY has a net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. LIBERTY is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their

own will. That means a circulation that is responsive because it is 100% interested in LIBERTY.

**99%  
Newsdealer  
Circulation**

For those reasons results among the most remarkable in advertising are being attained for scores of America's leading advertisers.

Results that achieve a reduction in inquiry costs of 40% and more. That are multiplying dealer sales. That are activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

Those factors have made LIBERTY an advertising sensation. Note how America's leading advertisers have flocked to its columns. Inquiry costs are being cut 40% and more, dealer sales multiplied, sales organizations activated beyond previous conceptions. All on the simple proposition of advertising primarily to the REAL BUYERS of the country.

**78%  
Circulation  
in  
Big Buying  
Centers  
Only**

Have You Read LIBERTY'S Home Building Book—"One Little Innocent Article Started It"—Ask For It

**5c Liberty**

*A Weekly for the Whole Family*

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of LIBERTY is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

July 1, 1926

McJunkin Advertising Company's list of clients, with the length of service to date set opposite each name, tells between lines a most interesting 21-year story of service that is broad, deep, resourceful, and distinguished by initiative in uncommon degree.

McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
5 SOUTH WABASH AVENUE, CHICAGO

# This Sales Contest Increased Business 30 Per Cent

It Also Did Away with the Usual After-Contest Slump

By W. L. Barnhart

Resident Vice-President, National Surety Company

**T**O the uninitiated it seems a queer twist in the salesman's makeup which causes him to work harder for a small and insignificant prize—or even for mere honor—than he is willing to work for the extra hundreds or thousands of dollars in commissions which he also wins by his work in a contest.

Probably every sales manager, looking over the records made by some of his men in the heat of contest pressure, has asked himself the eternal question: "If they can earn so much money for themselves trying to get a little gee-gaw, why don't they do it all the time to earn the added commissions for themselves?"

The answer, of course, is that anything which adds variety and makes a game out of the deadly humdrum of the daily routine is most welcome to a salesman. When this ties up with his natural desire to excel—to shine among his fellows—you have a combination that serves to quicken the salesman's mind and send him forth with greater energy and determination. That, of course, always means more orders, since all selling is so largely within the salesman's own mind.

Objectors who can see no good in sales contests have always based their position on the fact that a contest, in which only a few may excel, acts as an actual deterrent to those average producers who realize from the start that they have no chance of winning any of the prizes. For them, the contest doesn't exist and their inability to figure in the honors proves only a discouragement.

The second objection always raised to the contest is the old axiom that action and reaction must always be equal and must al-

ways work in opposite directions. Therefore, say the objectors, after a group of salesmen have rolled up records in a contest period, possibly taking in advance many orders which normally would not be written till the following months, there must come a selling slump as an inevitable reaction, and for this reason many of them now eschew contests altogether.

We believe we have eliminated both of these objections in our "Start to Star" contest which came to a close after showing a net increase of more than 30 per cent over the previous month, and which contest, it proved, left the salesmen in better shape to make new records than ever before.

#### A ROLL OF HONOR WITH ALL SALESMEN REPRESENTED

Our first step to prevent anyone from feeling that he had no chance to win was to eliminate prizes altogether and to substitute the respect the sales force feels for the head of our department, vice-president J. A. Cochrane. The only prizes offered were places of recognition in a memento to be presented to him at the end of the contest, in which memento each man *had to be* represented, whether he liked it or not, classified according to his record.

By this means, we eliminated the danger of a contrary reaction with some men who might feel that they had no chance for high honors. In our contest, everybody *had* to go on record for the month and each man was determined to make his record one of which he could continue to be proud. We emphasized to the men that the memento visualizing their records would hang upon the walls of the vice-president's office, so that they would see it—and others would see

*it*—every time they came to the home office.

Now, as regards the second objection to contests; many sales managers say that contests are merely an artificial stimulus, and that they are bound to be followed by a corresponding reaction.

We started deliberately to overcome this objection by building our contest upon a different principle entirely. Instead of merely "whooping it up" and sending forth reams of the "go get 'em" style of pep and enthusiasm, we tied our contest to a definite slogan which we tried to make mean something in the minds of the salesmen.

Every bulletin issued during the month was headed "Start to Star for Cochrane." Every piece of literature contained a cartoon of a salesman with his head in the shape of a star, coupled with the query: "How much of a star are you?"

What it all meant was explained by the first letter of the series which said:

"Stars in any organization are the people who can be depended upon to *do the job*, and to do it effectively, whenever and wherever it may be needed. Therefore, in our March, 1926, contest to honor our vice-president, we are going also to determine who are the *Real Stars* of the Forgery Bond Department—who are those of *first magnitude*, *second magnitude* and so on.

"The particular bright and shining individual star of the whole forgery bond aggregation will be the man producing the greatest volume of *new business* between March 1, and March 31, 1926. Only Commercial and Depositors Forgery Bonds and Bankers' Limited Forgery Bonds are counted in this, and only absolutely new business or resales that have been increased 25 per cent in premium, will be credited.

"Those who miss winning highest honors by a small margin will be shown as stars in the second magnitude, third magnitude, fourth, fifth and so on—down to the very smallest stars for the folks whose production of new business is the

smallest. Each of the larger stars will contain a picture of the man, and the smaller ones will contain his name, so that there will be a permanent record in the home office to show to the world *what you did or failed to do*, when the test came, and a real record of real performance was desired as a tribute to the head of the department.

"Those are *fighting words*, and I know you are going to fight to show the stuff that's in you by 'Starting to Star' in March, 1926.

"Yours for some *startling records*."

A second letter explained the plan in greater detail.

Chief among the features of the contest was the manner in which we played upon the "Start to Star" theme in order to bring home to each and every man the absolute fact that every salesman is capable of achievements many times greater than anything he has ever done before, if he will only wake up and find himself.

This theme we could get over in the "Start to Star" contest much better than it could possibly have been done in an independent series of letters and the result was that the contest opened up for many of the men new vistas of the possibilities for attainment before them.

#### W. S. Chapin Appointed by Aetna Casualty & Surety

Warren S. Chapin has been appointed advertising manager of the Aetna Casualty and Surety Company, Hartford, Conn. Burdette C. Maercklein is now advertising manager of the Automobile Insurance Company, and of the accident and liability department of the Aetna Life Insurance Company.

#### R. S. Page Joins Fred M. Randall Agency

Ralph S. Page, formerly with the Gray Advertising Company, Kansas City, Mo., and later with the F. R. Steel Company, Chicago, has joined the Chicago staff of The Fred M. Randall Company, advertising agency.

#### Kresge Department Store Quarterly Sales Gain

Kresge Department Stores, Inc., New York, reports net sales of \$2,299,865 for the quarter ended April 30, 1926. This compares with \$2,069,418 reported in the same period last year.

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# Area

Los Angeles .	250,651 Acres
New York .	191,360 "
Chicago .	124,604 "
New Orleans .	113,920 "
Philadelphia .	81,920 "

**N**EW ORLEANS is extensive—the fourth largest city in America. It has no rapid transit; no elevated; no subway. 120,000 people trolley to work before 9 A. M. and trolley back home between 3.30 and 7 P. M. The average ride is twenty-seven minutes.

Your message in The ITEM will be delivered to the home by carrier or carried home by the home going reader. All evening roads lead to the home. The ITEM and its readers have one destination—the home.

*Five out of seven families in New Orleans  
who read any newspaper read The Item.*

## New Orleans Item-Tribune.

*National Advertising Representatives:*  
GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

# A Virtual Mail-Order Catalogue

Due to the large volume of mail-order advertising appearing regularly in the **Household Journal**, it becomes virtually a catalogue of mail-order merchandise, from the standpoint of selection and variety. Our high reader interest is largely attributed to the fact that we carry enough advertising of beautiful, useful and inexpensive articles to really make these pages interesting.

This interest, in turn, reacts to the advertiser's advantage, in the form of profitable results.

A catalogue, possibly, but one which our 700,000 subscribers pay for in advance.

The **Household Journal** has for years been a leader in mail-order advertising.

Reaches 700,000 rural homes—*three million readers at \$2.75 per line.*

## *The* **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

*Chicago Office*

Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

A. H. Greener, *Manager*  
116 West 39th St.  
Room 634

# The Field for a Specialty Can Be Blanketed with a Small Appropriation

Introducing Product through Resale Men—Appealing to Pace-Makers  
in the Market

PERFECTION STOVE COMPANY  
(INCORPORATED)  
CLEVELAND, OHIO

*Editor of PRINTERS' INK:*

We have recently developed a new lawn tool, known as the Perfection Lawn Trimmer, as per folder attached. Our permanent plan of distribution is to market this through the retail hardware dealer, seed store, or any other merchant who would be interested in a line of garden tools.

During the last thirty days we have called the attention of the trade to it through a mailing and through personal solicitation on the part of our regular organization. The reaction from the average dealer is:

1st—The device is clever, has a real place in the market, and will do the work intended.

2nd—The consumer price \$6.75 is too high and it, therefore, will not sell in large volume.

Our own experience with the few people who have called on the consumer is that the customer is not especially concerned regarding the price at all. He is impressed with the novelty of the idea, recognizes it fills a very real want and nearly all consumers we have approached direct have purchased one or more of these devices.

All of the foregoing leads us to believe that the thing that is necessary to build up a satisfactory volume on the Perfection Lawn Trimmer is a consumer demand. The article itself does not at this stage of the game justify expensive consumer publicity in magazines, etc., and it occurs to us that perhaps one way of attacking the problem will be through a crew of canvassers. However, the canvassing program would necessarily be temporary and with the object in view only of building up consumer demand. Our permanent outlet and method of distribution will be through the legitimate hardware stores, seed stores, etc.

We are wondering, therefore, if you have had any experience with a problem such as this, or are familiar with the way in which canvassers work, the amount of commission they usually receive, or are in a position to put us in touch with such organizations.

We shall be very glad to have any suggestions or information on the above you are in a position to offer.

PERFECTION STOVE COMPANY  
(INCORPORATED)  
F. A. GABRIEL,  
*Sales Manager.*

OUR correspondent is right. The consumer does not care what the price of a garden tool

is so long as it does its work satisfactorily.

Retailers have been consistently wrong in sizing up this market. They allow "calls" from a few bargain-hunters to influence them to stock cheap lawn mowers, cheap spraying pumps, cheap pruning shears, etc. Cheap articles of this kind simply will not hold up. They play out after being used a few times. Anyone who has had experience with a cheap lawn mower or pruning knife never buys a second one. If we were in the retail business we would not handle cheap products of this character, regardless of the demand. In the long run they hurt a store's reputation.

Of course, already there are several lawn trimmers being manufactured. Generally speaking, though, the market for trimmers has not been developed to any extent. Since our correspondent's letter came in, we interviewed the largest garden supply dealer in the United States. The company handles two trimmers of the long-handled type, one at \$6.75 and the other at \$4. The cheap one is the best seller, although the \$6.75 cutter gives the best satisfaction. Gradually the demand for the better trimmer is gaining and in a couple of years will undoubtedly run past the sale of the less expensive product.

In marketing the Perfection lawn trimmer, we think the company is wise in planning to sell it through the retail trade. After all, the retailer offers the most satisfactory system of distribution for most products.

The house-to-house plan of selling has been so badly overdone that it is becoming increasingly difficult for canvassers even to get the housekeepers to answer the

July 1, 1926

door-bell. Anyway, it is likely that, as a rule, these lawn trimmers will have to be sold to men. It is true that most garden work is carried on by women, but the heavy end of it, such as cutting and trimming the lawn, is done by the male department of the household. Since men are not at home during customary canvassing hours, it would be difficult to reach them in this way.

In our opinion a better plan would be to experiment with a small crew of resale men. Resale men have been used successfully by manufacturers of kitchen cabinets, refrigerators, furnaces, electrical appliances and of other lines. These men work with the retailer. They give demonstrations in his store, call on his customers and do anything that they can to drum up business for him. A factory representative sent out by a retailer can get in the home of that retailer's customer, whereas if the representative came direct from the factory he would not find his path so easy. The retailer's name is the open sesame to friendly front doors.

If our correspondent were to employ resale men, they could work through present Perfection dealers, getting from them the names of customers who are regular patrons of the dealer's garden department. A few trimmers sold to these enthusiasts would in time cause many other sales in the town.

As to advertising, it is possible for the company to accomplish a lot on a small appropriation. The gardening field can be blanketed with a campaign in a limited number of publications that reach the class of home owners who are interested in keeping their grounds in apple-pie order. In introducing a product through these publications, the thing to do is to solicit direct orders. Then when the orders are received, they can be filled through dealers if there are any in the locality. If there are no dealers nearby, the order can be used as a wedge to open up distribution in that section. A number of advertisers in garden

papers are following this plan. We know, for instance, of a fencing, a mulch and a lawn sprinkler that are being marketed in this manner with conspicuous success. Of course, the advertiser need not expect to receive a lot of orders. But the orders that do come will be from pace-makers—that is from people who established the vogue for new products in their localities. Some day orders will drop in from such people as Mrs. Francis King, J. Horace McFarland, Richardson Wright and other noted authorities. When the authorities set their stamp of approval on an article, it is made. We know of a garden advertiser who one day received an unsolicited order from the late Luther Burbank. That one order eventually was the means of interesting thousands of other gardeners in the product.

If the appropriation were large enough, there could also be some local advertising in those towns where dealers are actively cooperating with the campaign. In any event, a record of all prospects on which resale men called but did not sell should be kept. It might be well to send these names a series of mailings.

Another thing we would by all means do, is to try to get the trimmer listed in the catalogue of the seed houses that have horticultural supply departments. These houses do a tremendous mail-order business through several States. Thousands of gardeners are dependent on them for their supplies.

Retail dealers should not object to these catalogue listings because these seed houses are themselves retailers who have had the enterprise to reach out over a good portion of the country for business. Anyway, for the most part their mail orders come from places where the local retailers are not properly catering to the gardening market.—[Ed. PRINTERS' INK.]

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The Flintkote Company, Boston, asphalt shingles and roofing, reports gross sales of \$7,948,820 for 1925. Net income, after charges, for last year amounted to \$512,515.

During the past twelve months Scribner's Magazine has given to the publishing world two outstanding

# SCRIBNER'S

AUTHOR-ARTISTS

Captain John W. Thomason, Jr.,  
of the United States Marines  
and  
Will James, a real cowboy



Successful Farming is more than a farm publication—it is an agricultural institution serving a section of general farmers whose living conditions and farming practices and problems are similar. That section is the "Heart States"—the rich, fertile valley wherein live the nation's most successful, prosperous farmers.

### MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING—THE DAIRY FARMER  
BETTER HOMES AND GARDENS

F. O. BOHEN, *Advertising Director*

E. T. MEREDITH, *Publisher, Des Moines, Iowa*

# SUCCESSFUL

*Advertiser*

Des Moines

Chicago

New York

St. Louis

# "Please Renew My Subscription—

"Of the many different farm papers we have tried during the last twelve years, Successful Farming, because it is so complete and practical, stands out way ahead of them all."

That's the way one farmer puts the verdict that hundreds of thousands of Successful Farming readers arrive at each year, from experience.

And that is the exact reason why Successful Farming enjoys such a large percentage of subscription renewals—and makes the "actual figures available" to the A.B.C.

With more than a million prosperous farm families, your advertising in Successful Farming has the advantage of the most complete reader-loyalty and confidence that can be found in any farm paper today.

Both the advertising and subscription renewals show it.

# UCCESSFUL FARMING

vertising offices:

St. Louis

Kansas City

Minneapolis

San Francisco

**Nova Scotia  
New Brunswick**



**Quebec Ontario  
Prince Edward Is.**

# GOLD

On July 1st Canada returns to the gold standard—a proof of prosperity and financial stability.

Canada is one of the greatest gold producing nations in the world.

This year's golden harvest will give Canadians hundreds of millions to spend.

Advertisers in Canadian newspapers reach all Canadians.

## The Daily Newspapers of Canada

*Write these papers—ask your agency*

### Pacific Market

	Population	Newspaper
Vancouver	175,000	Province
Victoria	60,000	Colonist

### Prairie Market

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Edmonton	70,000	Journal
Lethbridge	15,000	Herald
Calgary	75,000	Herald
Regina	35,000	Leader & Post
Saskatoon	31,000	Phoenix & Star
Moose Jaw	20,000	Times & Herald

### Maritime Market

	Population	Newspaper
Halifax	75,000	Herald & Mail

### Ontario Market

	Population	Newspaper
Toronto	650,000	Globe
Toronto	650,000	Telegram
Hamilton	121,000	Spectator
London	70,000	Advertiser
London	70,000	Free Press
Kingston	25,000	Whig
Kitchener	30,000	Record
Peterboro	25,000	Examiner
Brockville	12,000	Recorder-Times

### Quebec Market

	Population	Newspaper
Montreal	839,000	Gazette
Quebec	117,500	Le Soleil (French)
Sherbrooke	25,000	La Tribune (French)

**Manitoba  
Saskatchewan**



**Alberta  
British Columbia**

# The Four Fundamentals of Good Copy

Standards by Which Copy May Be Judged

By Robert Tinsman

President, Federal Advertising Agency, Inc.

In considering the importance of copy in the advertising agent's scheme of things, it is understood, of course, that good copy is predicated on thorough preparation including information adequate in every detail as regards the product, its market and its competition.

\* \* \* \*

Copy must rest firmly on its four fundamentals:

- (1) It must be planned to arrive.
- (2) It must be attractive to be read.
- (3) It must tell the truth to be believed.
- (4) It must be demonstrable to sell.

### *It must be planned to arrive.*

By that, I mean the copy writer must get his facts, assemble his ideas, determine his objective, select his themes, arrange his series—all before he begins to write.

Some writers of genius would have us believe that their sparkling stuff is a matter of pure inspiration—heaven-sent when the spirit moves. In most instances, I am personally inclined to doubt it.

Rather do I agree with Edgar Allan Poe in his remarkable paper on the "Philosophy of Composition." He tells us there that his greatest poem, "The Raven," by many critics, including the European, considered the best short poem in the English language, was a matter of cold calculation. Let me quote him a moment, for certainly "The Raven" is a splendid specimen of human-interest writing—nothing in the language is more thrilling for the average reader.

He says: "Most writers—poets in especial—prefer having it understood that they compose by a species of fine frenzy and ecstatic

intuition"—and then he speaks of "The Raven" as a contradictory example. "It is my design to render it manifest that no one point in its composition is revertible either to accident or intuition—that the work proceeded step by step to its completion with the precision and rigid consequence of a mathematical problem."

So it would seem that our original rule is justified even in its application to human interest copy—"Think first, then write."

Such planning will train our copy on an aimed—not aimless—line. Our objective will stand out clearly before our Big Idea, and everybody will understand what we are driving at—not only the consumer to whom it is addressed, but also the salesman who must apply it, the dealer who must support it, and the advertiser who must pay for it—gladly if every director knows what it is all about the minute he reads it.

### *It must tell the truth to be believed.*

Trite as that may sound—there are many seemingly successful advertisers who do not yet appear to agree with it.

I do not refer to the obvious case of misrepresentation to which the Better Business Bureau would soon direct its valuable attention—rather to the crass and foolish exaggeration addressed to the mass moron with apparent disregard of the instability of such a market and the increasing expense of its cultivation, for I believe sufficiently in America's good sense to prefer an advertising appeal of sincerity and credibility.

We must realize that anything—any single advertisement—any great campaign, no matter how attractive or apparently successful, if it destroys credulity and makes

Portion of an address delivered at the Agency Departmental of the Philadelphia convention of the International Advertising Association.

advertising ridiculous, must pay the price in the long run. Nothing in all advertising succeeds like sincerity.

Therefore I must take issue with a writer in the New York *World* of January 16, 1926, when he says: "I must disagree with you as to the practicability of advertising Florida lots by telling the truth about them. The superiority as drawing cards of ballyhoo and bunkum to a plain statement of facts has been demonstrated so many times that there will have to be a complete change in the mental makeup of the American people before any results can be hoped for from the latter method."

I merely quote this writer to let you know how some people feel about advertising in face of the fact that two of the greatest advertisers in the very competitive grocery field have built their success on the strength of the under-statement, and confined their advertising to the merit of their product rather than to a romantic relation of the results which would follow the use of a cake of Ivory or the eating of a plate of Campbell's.

To make this comment more pertinent, perhaps I may be excused if I quote a specific bit of copy. I have purposely selected as homely an article as a hand scrubbing brush. The space it occupied was only eighty lines, single column. The only illustration was a good clean cut of a brush protruding from its package, and it was entitled, "The Short Story of a Hand Brush." Here is the copy:

"Certain merchants told us not to make it to sell for more than 25 cents. We made it—a hand-brush good enough to put our name on and sell for a dollar. We made it of selected imported bristles. We fastened those selected tufts once and forever in an aluminum plate. We riveted that plate for good to a hard-wood, chemically-treated back. The result was the Pro-phy-lac-tic Hand-Brush whose back won't warp or crack in hot water, whose bristles never scratch when new, nor wilt

when left soaking in your bath.

"Most druggists sell it already. Ask your dealer for it before sending to us direct. If you send to us and feel you haven't your full dollar's worth, you shall have your dollar back. You can keep the brush. It's a hand-brush good for years, worthy of its name, making its own way on its merits."

That piece of copy sold me the minute I read it, and I bought the hand-brush and still use it after years of wear, finding every single statement true and then some.

#### *Make it ring true.*

That to my way of thinking is the clarion call of all aspiring copy writers.

#### *It must be attractive to be read.*

Only the other day I ran across a memorandum to his staff written by a copy chief in one of our Four-A agencies. He says:

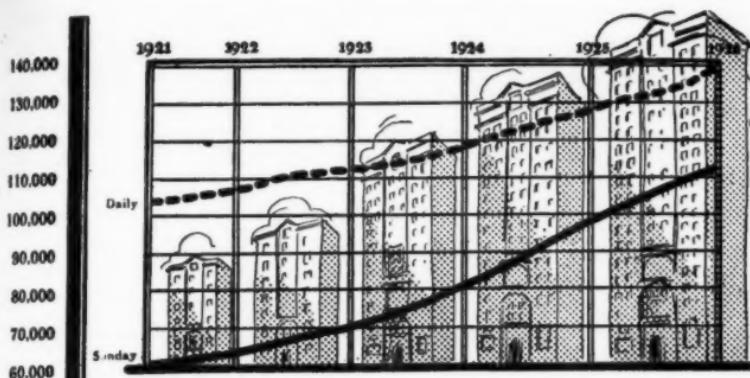
"Boring down through the more familiar classifications of advertising copy—reason why, impression, and the rest of them—there remain two fundamental divisions.

"One, is the kind that you read.

"The other, is the kind that you don't.

"When one has spent a year or two in the advertising business, it is a simple matter to write copy which will 'get by.' This copy respects the client's fetishes, superstitions and taboos about ifs, ands and buts. It tells the facts. Its English is faultless. In its religious regard for technical details, it could do duty as a catalogue page. And yet, to read it is an experience akin to sitting through a banquet at the Ad Club.

"When an intelligent writer produces this type of copy, there are usually several definite reasons. He may be lazy. He may be disgruntled. Perhaps, somewhere in the mental offing, is the great play, or the great novel, in comparison to which mere copy becomes utterly trivial. Again, the trouble may be a dose of *American Mercury*, or rush-of-intellect-to-the-head. And so, instead of working over his copy a bit to the end that there and here a ray of



## *Louisville's amazing growth has not been without parallel!*

WORD of Louisville's extraordinary prosperity and progress has, no doubt, come to you from many sources. Since 1920 it has grown over 35% in population and practically doubled in area and in tangible resources.

This record growth and progress has been maintained over a period of time sufficient to prove its fundamental soundness and to set it apart from booms of temporary duration and questionable value.

### *Spectacular as this growth has been, it has not been without its counterpart!*

As demonstrated by the chart above Louisville's biggest and best newspapers have kept pace with her growth and progress.

Since 1921 The Courier-Journal and The Louisville Times have gained over 33,000 Daily and over 52,000 Sunday circulation. During this prosperous period the other Louisville newspapers actually lost or stood still!

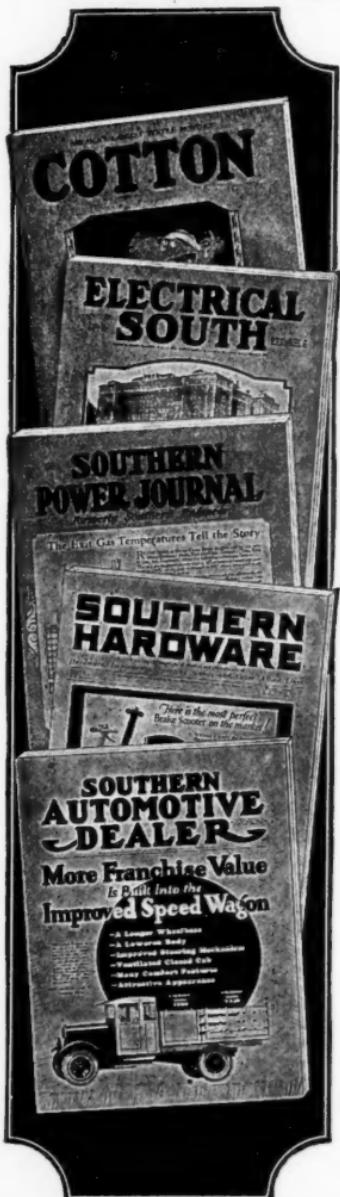
Daily  
now  
**139,436**

Sunday  
now  
**112,850**

# The Courier-Journal THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

# Reaching 45,000 Southern Buyers



The present sales possibilities of the industrial and commercial South is reflected by each of the five fields covered by these business papers.

Just one item to illustrate this fact:—Southern textile mills are operating on an average of 11.2 hours per day as compared with 6.3 hours per day for the other textile mills of the country.

And then, when you approach the Southern buyer through his own Southern business paper—the one that is rendering him the greatest service—you are selecting the method that best insures your sales message getting the attention and consideration desired.

Comprehensive data on what the market offers you can be had for the asking.

**W. R. C. SMITH  
PUBLISHING COMPANY  
Atlanta, Ga.**

brightness may enter in upon it, he lets it ride—trusting to its technical perfection for the client's O. K.

"Copy written to 'get by' is only half written. An advertisement which hangs its hat on the Basic Idea of the campaign, and contains no ideas of its own, is a lazy advertisement. And yet, it takes only a few extra minutes to inject a spark, here and there, which will make that same advertisement pleasantly readable."

We must not forget, however, the important parts played today by art and typography to make our copy as attractive as possible.

Any reference to current copy in the leading publications and comparison with the advertising pages only ten years ago will prove the importance of appearance.

But as art and typography approach a certain standardization of excellence, we must rely more and more on the idea and the copy itself to attain the distinctive individuality that is the soul of good advertising.

#### *It must be demonstrable in selling.*

The final test of really good copy, in my opinion, is its answer to the twin question:

Will it sell?

Will the salesmen use it?

If it is retail or mail order advertising, the use of test-copy, now generally practiced, will speedily determine the answer. But if the advertising is designed to sell goods via the dealer, then the result is very often dependent to a large degree upon the effective use of the advertising by the salesmen and retailers.

It is here that simplicity of the Basic Idea is the copy writer's best reliance.

If the copy has such an Idea, such a theme, such "centrality," then it automatically becomes a part of the selling job. The salesman does not merely show another portfolio of pretty proofs—he puts the copy into his talk—unconsciously he follows up the copy writer's best intentions; and soon the dealers all do likewise.

The result is irresistible in the continuous and coherent follow-up

on the customer's attention to the advertising.

Such advertising will be remembered; and acted upon; it must invariably produce not for today alone, but for always, because it is based, like character—on "centrality"—it is impossible to be displaced or over-set.

### Presents Statue of Franklin to New Orleans

A statue of Benjamin Franklin has been donated to the city of New Orleans by Henry Wadsworth Gustine, retired printer of Chicago. The statue will be a replica of the one in Lincoln Park, Chicago. The granite base for the statue will be financed by New Orleans printers through William Pfaff, of the Searcy-Pfaff Printing Company.

### Heating Specialties Account for Milwaukee Agency

The Trane Company, LaCrosse, Wis., manufacturer of heating specialties and pumps, has appointed Olson and Enzinger, Inc., Milwaukee, advertising agency, to direct its advertising account. An advertising campaign is being prepared on a heating cabinet.

### New Accounts for Cincinnati Agency

The National Mail Order House, and the Barton Tailoring Company, Ltd., both of Montreal, have placed their advertising accounts with The Marx-Flarsheim Company, Cincinnati advertising agency.

### Publishes "Toywares" at New York

The first issue of *Toywares*, a monthly magazine for the retailer, wholesaler and jobber in the toy field, has been published at New York by the Toywares Publishing Company.

### Long Island Press Association Meets

The Long Island Press Association held its annual meeting at Rockaway Beach, Long Island, last week. Frank Marlow, of the Greenpoint *News*, was re-elected president.

### Scranton, Pa., "Scrantonian" Staff Changes

M. L. Goodman and Richard Little have been appointed business manager and advertising manager respectively of the Scranton, Pa., *Scrantonian*.

## More Newspaper Summary Classifications Wanted

DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS  
WASHINGTON, D. C.

### *Editor of Printers' Ink:*

We have just received an inquiry from the Tobacco Merchants Association of the United States, 5 Beekman Street, New York, regarding the figures on lineage of national advertising in newspapers which you furnish us. They are very much interested in the data on advertising for cigars, cigarettes and tobacco but state that each of these branches is really a distinct industry and that, to mean the most to them, these data should be separated. Would you kindly advise me whether any separation is, or could be, made of these items for the benefit of the tobacco people?

MORTIMER B. LANE,  
*Editor, Survey of Current Business.*

THE figures Mr. Lane refers to are published in the summary of national newspaper advertising lineage which appears in each issue of PRINTERS' INK MONTHLY. This summary furnishes exact figures indicating the amount of national advertising published in newspapers in forty-five key cities. The lineage is broken down so that buyers of advertising are enabled to determine promptly how much national advertising is being done in the newspapers of these forty-five cities falling in the following classifications:

- Automobile Advertising
- Automobile Accessories
- Cigars, Cigarettes and Tobacco
- Financial Advertising
- Food, Groceries and Beverages
- Hotels and Resorts
- Household Furniture and Furnishings
- Men's Clothing
- Musical Instruments
- Radio
- Radio and Electrical
- Railroads and Steamships
- Shoes
- Toilet Articles and Medical Preparations
- Women's Wear
- Miscellaneous

Two years ago, when the national newspaper lineage summary was being considered, PRINTERS' INK MONTHLY, with the co-operation of the newspapers in many cities, formulated a list of fifteen classifications to be used as a basis in starting this service for

advertisers and advertising agencies. All of the newspapers whose lineage figures are being published agreed to use these classification headings in furnishing their lineage statistics.

It was realized, at the time, that this classification system was subject to improvement and letters came from subscribers telling how helpful this new service was and how much more valuable it could be made were it possible to split some of the present classifications and add new ones. All of these suggestions were carefully considered. Those which warranted further attention were then taken up with the newspapers included in the summary.

In September, 1925, the first classification separation was made. The "Radio and Electrical" Classification was split. When this was done it was possible to get fifteen out of forty-five cities to furnish separate lineage figures under the new headings. Today, twenty-seven cities are sending separate radio figures.

It must be realized that newspapers give considerable time to checking advertising lineage. Immediate changes in their systems cannot be made, since there would be no uniform basis of comparison. However, changes can be brought about gradually and in order to give advertisers the facts they want it is planned to increase the number of classifications.—[Ed. PRINTERS' INK.]

### Clothing Account for Fort Worth Agency

The Williamson-Dickie Manufacturing Company, Fort Worth, Tex., Don Play suits and Dickie's Best work clothes, has appointed Charles C. Johnson, Jr., advertising, also of Fort Worth, to direct its advertising account. A campaign has been started in the Southwest which will make use of newspapers, farm papers, direct mail and dealer helps.

### Carlisle N. Greig Returns to Cleveland "Plain Dealer"

Carlisle N. Greig, for the last four months with the New York *Evening Journal* has returned to the Cleveland *Plain Dealer*, of which he is now sales promotion manager.

# FIRST in ROTOGRAVURE

THE NEW YORK TIMES inaugurated the rotogravure process in the United States. The Times has always been first in the perfection of pictorial illustration of all the world's news, and in volume and quality of rotogravure advertising.

Six sections of the Sunday edition of The New York Times are now printed by the rotogravure process.

Three new suburban rotogravure sections have been added within the past few weeks.

1. Rotogravure Picture Section—two or three parts, 16 to 24 pages, largest and best rotogravure section in the world. Advertising rate \$2.10 an agate line; net paid circulation, 625,000.

2. New Jersey Rotogravure Section—tabloid size devoted to and distributed only in New Jersey, 16 pages—advertising rate 40c an agate line, net paid circulation, in excess of 75,000.

3. Brooklyn and Long Island Rotogravure Section—tabloid size, 16 pages, devoted to and distributed only in Brooklyn and Long Island; advertising rate, 40c an agate line, net paid circulation in excess of 90,000.

4. Westchester and Connecticut Rotogravure Section—tabloid size, 16 pages, devoted to and distributed only in Westchester County and Connecticut; advertising rate 40c an agate line, net paid

circulation in excess of 50,000.

Combined rate for any two sections, 75c an agate line; all three sections, \$1.10 a line.

5. The New York Times Magazine—tabloid size, printed in black and white rotogravure; illustrated articles of important current events. Advertising rate, \$1.10 an agate line; net paid circulation, 625,000.

6. The New York Times Book Review—tabloid size, printed in black and white rotogravure, deals with books as news; advertising rates—Book and magazine announcements, \$1.00 a line, other announcements, \$1.10 a line, net paid circulation, 625,000.

Mid-Week Pictorial, the National Picture Magazine, issued every Thursday by The New York Times Company, is printed in rotogravure. Subscription price \$4.00 a year.

*The New York Times published 423,102 agate lines of rotogravure advertising in five months of this year, a gain of 38,324 lines over the corresponding period of 1925, and 199,922 lines in excess of the next New York newspaper with rotogravure sections.*

*The Times censorship aims to exclude all false and misleading advertising and establishes strong confidence among readers.*

July 1, 1926

85

"covered  
each



*"Home is where the SALE is!"*

**W**HAT two points do you consider first in judging the selling effectiveness of a newspaper?

Not the size of its home coverage alone; but also the character of its reader-acceptance *in the home*.

Every copy of a newspaper is a potential salesman of merchandise. To get away from the finely drawn distinction between morning and afternoon newspapers *per se* let us agree that the fact that millions of families subscribe to morning newspapers proves that they prefer to have the salesman enter the home early in the day.

**MORNING NEWSPAPERS--**  
*high selling efficiency in the HOME!*

# MILLIONS hours"delivered day!

In the home, therefore, at the start of day this selling force has the opportunity of exerting its influence at least ten hours a day in the *place where sales are made.*

Thus, a morning newspaper with a home circulation of 100,000 delivers to the advertisers at least one million hours of selling life in the home each day.

The combined coverage of morning newspapers in America represents more than 85 Millions hours daily.

\* \* \* \*

Selling influence with women in the home is the force that moves most merchandise.

The advertising man of narrow thought says: "It takes me only 20 minutes to read a newspaper. 'Covered hours' are wasted hours."

Such a man is not familiar with his field for exploitation.

The woman is the important unit in every purchasing act. A man's reading habits form an insignificant element in the picture.

Women at home read newspapers slowly, intermittently, but carefully throughout the day. The morning newspapers' ten-hour-daily life is spent with women, their neighbors, their friends, their servants. It is a sales force of unique and expansive power.

**Morning Newspapers of America**

Program Executive, 225 North New Jersey Street  
INDIANAPOLIS, INDIANA

# *EL MUNDO*

## of Havana

is pleased to announce the opening of their United States office, 503 Times Building, New York City, in charge of S. S. Koppe & Co., Inc., for the purpose of assisting American manufacturers and their advertising agencies in the development of one of America's nearest, best and logical markets—CUBA.

### *El Mundo is*

**FIRST**—in circulation. *EL MUNDO* has the largest and best circulation of any newspaper in Cuba. *EL MUNDO* covers the island like a blanket and is the dominant factor in the buying habits of a country which has the largest purchasing-power per capita of any country in the world.

**FIRST**—in NEWS.

**FIRST**—in classified advertising (nearly double that of its nearest competitor).

**FIRST**—in national advertising.

**FIRST**—in local display advertising.

**FIRST**—in American advertising.

**FIRST**—in **EVERYTHING**.

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**"Ask *El Mundo* about Cuba"**

# Department Stores Will Use Your Direct-Mail Material

But They Won't Send Your Literature to Their Customers Unless It Is Designed from the Store's Point of View

By James True

THE VOLUME of direct-mail advertising sent out by department stores generally is increasing. This fact has been noted in many of the cities of the country, and while the total volume is unknown some idea of its size may be gained by the reports of individual stores. Recently, a large specialty department store of Washington, D. C., reported that 40 per cent of its advertising appropriation was devoted to direct-mail advertising. Another, the Hecht Company, reports that it spends about 20 per cent of its appropriation on direct mail, and that the ratio has grown larger from year to year for some time. There is no doubt that the condition offers manufacturers an exceptional opportunity to co-operate with the stores in placing effective advertising in the hands of retail customers.

The Hecht Company maintains a mailing list of approximately 80,000 names. The list is divided into five groups, each of which is classified. The entire list is covered six or seven times a year, and certain groups are circularized much more frequently. Every month, the store mails about 25,000 statements and encloses effective advertising material.

This store makes a specialty of nationally advertised goods, and it is natural to suppose that it would use a great deal of direct advertising material furnished by manufacturers. But the other day, George I. Snowden, sales and publicity manager, said that he was able to use not more than 5 per cent of the material submitted by manufacturers. He also remarked that, in his opinion, the majority of the manufacturers who sell the department stores are overlooking a splendid opportunity by failing to make a study of the

direct-mail requirements of the department stores.

"Judging from the material submitted to us," Mr. Snowden continued, "not one manufacturer in twenty realizes the importance of the material to us. The old theory still holds good—most of the manufacturer's direct advertising is designed and written from his own, rather than from the retailer's viewpoint. This fact prevents us from using a great deal of the manufacturer's direct material."

"Here, for instance, is a twelve-page folder advertising rugs. It is well printed, and we have ordered 10,000 from the manufacturer to be mailed to our house-furnishings list. We are paying for these folders; but they are not just what we want, and they will not be as effective as they should be, merely because several important phases have been overlooked.

"In the first place, the manufacturer has filled every page of the folder with his own copy and illustrations, leaving only a small space on the first cover page for striking in our name and address. This piece is typical. We bought it simply because the importance of the line does not warrant the expense of printing a folder of our own, and for the reason that the quantity price of the manufacturer is attractive.

"This folder, from our viewpoint, could have been vastly improved in its effectiveness if the first cover page had been left entirely blank. Then we could have printed in not only our firm name, but also an illustration of our new rug department, of which we are proud. This, too, would have tied up our store with the proposition, and would not have detracted from the manufacturer's appeal."

The folder in question was

printed in three colors on a good grade of coated paper. It illustrates the patterns of ten Wilton rugs, and presents a page of conventional copy replete with such phrases as "We cannot too strongly emphasize the vital importance of suitable floor coverings," and "We recommend these — Wilton rugs because they have a record of complete satisfaction behind them."

"Not only does the copy leave much to be desired," Mr. Snowden observed, "but there are no prices quoted. This is a great mistake. There is no doubt that prices are one of the most attractive features of department-store advertising. I do not mean exceptionally low or comparative prices, either. People want to know what things cost. Prices are in demand, and we find that prices quoted in our direct material are just as effective as prices in our newspaper advertising.

"It would be well worth the trouble on the part of the manufacturer to quote prices in his direct material for department stores. He leaves them out merely because all stores do not price alike, and because it is cheaper to do so. This is one of the important reasons why more of his advertising does not get into the mail.

"There can be no denying that the success of the manufacturer's direct material depends entirely upon its acceptance and use by the stores. But strange as it may seem, I have never heard of any manufacturer making an investigation to determine what the stores want in the way of direct material. We have never been consulted by any manufacturer regarding our preferences or the facts we have learned from experience in sending out millions of pieces of material.

"In only one instance has a manufacturer taken advantage of our knowledge of what the people will respond to in the way of direct advertising. Some time ago, we put in a line of specialty shoes for women. The manufacturer sent us down a quantity of direct material, but we could not use it, for the usual reason. The line was important, we thought, and we wrote

and designed a direct piece of our own and mailed it to all of the names on our women's list.

"The results were entirely satisfactory, and we sent a sample of the direct advertising to the manufacturer to show him that we appreciated his line. He at once asked permission to reproduce the material for his other customers, and we understand that a great many stores have since used it with excellent results."

Mr. Snowden then referred to a circular letter from a manufacturer of sheetings and cotton piece goods which enclosed a number of folders. These contained swatches and appeared to be unusually effective; but Mr. Snowden offered the criticism that they presented too many samples of the goods.

"That is another frequent mistake, from our viewpoint," he continued. "We have found that we get the best results when we concentrate on a single item or small line. Swatches are always attractive. People like to see and feel materials. However, I think it is a mistake to offer twelve or fifteen small swatches in the place of one or two larger ones.

"It is much better for the manufacturer to specialize on seasonal and readily salable items. For example, a shirt manufacturer offers us a folder with illustrations and swatches which represent a number of different shirts. His intention, evidently, is to show the recipient as wide a variety as possible and to leave the impression that the line is very large. This plainly shows the activity of the manufacturer's viewpoint and his interest in his own business. We would not care to spend our money in mailing out such a piece of material. To interest us, the folder should present a seasonable item, such as a comfortable, collar-attached outing or golfing shirt with not more than four swatches of materials, and with prices quoted.

"It is the custom of many manufacturers to charge for the direct advertising furnished to retail stores, on the theory that the charge assures circulation. While

MAY 1, 1925 AND APRIL 30, 1926 INCLUSIVE.

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**BASED ON CONTRACTS PLACED BETWEEN**

**230**  
**ACCOUNTS**  
Placed by  
Agencies—  
Averaging  
14.32 Pages  
per account.

**87**  
**ACCOUNTS**  
placed direct  
by advertisers  
Averaging  
7.16 Pages  
per account.

**Of total space  
run—**  
**82.8%**  
**placed by agents**

**NATIONAL  
PETROLEUM  
NEWS**

Single Copy  
10 Cents



July 1, 1926

we buy some material, we believe that the manufacturer should furnish it free, since the stores pay the postage and the expense of addressing, and there is not the slightest danger of the material being wasted if it is up to the standard required by the stores.

"When we criticize the material sent to us, the manufacturers usually reply that it is impossible for them to design material for individual stores. There is something in this claim. Material entirely suitable for our purposes would not be acceptable to every department store in the country. In one instance at least, however, we have proved that a direct-mail piece which was applicable to our business was also applicable to the direct advertising of many stores. I believe that it would pay any manufacturer handsomely to make an investigation of the material the stores want and will use, and then write and design the pieces in a manner that will appeal to three or more groups of stores.

"Recently I made a little investigation of my own on the subject of direct advertising by the department stores of New York. I found that the volume of direct mail is increasing, and that the stores are going about this kind of advertising more carefully and scientifically. A number of large stores have made special studies of the subject, and I am sure that their findings would prove to be enlightening to any national advertiser as to the possibilities of co-operating more intelligently with retailers in their direct advertising efforts.

"To give you an idea of the direct benefits to the manufacturer, let me say that prospective direct campaigns frequently influence the size of orders placed. Our buyers have gone to the market knowing that we were going to cover our lists with special circulars on their purchases as soon as the goods were received. When we do this, the buyers take the prospective results of the advertising into consideration and place larger orders than they would otherwise. Many of our buyers request direct ad-

vertising mailings to move certain stocks or to announce special purchases. The stores, the buyers, retail advertising men, merchandising managers, all are awake to the value and advantages and the quick reaction of direct advertising. But, as I said, only about one manufacturer in twenty appears to have any conception of what can be accomplished by furnishing the department store with suitable material."

### Valve Campaign Brings Greater Sales

A business-paper and direct-mail advertising campaign was started last February on the "Sta-Pak" line of Packless Radiator valves, manufactured by the Capitol Brass Works, Detroit. The sales of Packless valves for the first five months of this year were thirty-five times greater than they were for the same period last year according to L. E. Du Groat, sales manager.

Commenting on this increase Mr. Du Groat said: "How much of this increased business can be attributed to advertising and how much to the personal efforts of our representatives, is rather hard to determine, but we are satisfied that the combined efforts are resulting very nicely for us and we are making every effort to acquaint the trade with this new valve."

### Luggage Account with Hartford Agency

John Boyle & Company, Inc., New York, maker of hand luggage, has appointed The Manternach Company, Hartford, Conn., advertising agency, to direct its advertising account. Magazines will be used.

### A. E. Hooven Appointed by "Concrete"

Arthur E. Hooven has been appointed to represent *Concrete*, Chicago, in the Eastern district, with headquarters at New York. He succeeds Fred F. Lincoln, resigned.

### Joins Periodical Publishing Company

Arnold F. Mason has been made director of the service department of the Periodical Publishing Company, Grand Rapids, Mich.

### Harry Prittie Transferred by Montreal Agency

Harry Prittie, of A. McKim, Ltd., Montreal advertising agency, has been transferred to the Toronto office of that agency.

# THE ERICKSON COMPANY

## *Advertising*

**381 FOURTH AVENUE, NEW YORK**

---

If you want to know about our work,  
watch the advertising of the following:

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
ANSCO CAMERAS AND FILM  
COLUMBIA WINDOW SHADES  
TARVIA  
DUZ  
MILLER TIRES  
WALLACE SILVER  
THE DICTAPHONE  
BARRETT ROOFINGS  
NAIRN INLAID LINOLEUM  
COOPER HEWITT WORK-LIGHT  
SILVER KING GINGER ALE  
BONDED FLOORS  
HAVOLINE OIL  
NEW-SKIN

---

What we've done for others we can do for you.

---

Member of the American Association of Advertising Agencies

Member of the Audit Bureau of Circulations

Member of the National Outdoor Advertising Bureau

# Imagination . . .

## *in Industrial Advertising*

IN the effort to make industrial advertising rich in facts, there is the ever-present danger of talking in a dusty way to an imaginary reader with a dusty mind. As a result, there is a great opportunity before the industrial advertiser who learns to mix imagination with his facts.

We will be glad to send to any executive a copy of our memorandum, "The Application of Imagination to Industrial Advertising." It suggests ways in which imagination can be injected into business paper advertising. It lists

some of the emotions which can be played upon. It outlines a method of editing copy and headlines to insure continuously high standards. It gives seven points of copy interest in preparing industrial advertising.

While this memorandum is addressed primarily to the industrial advertiser, its message is applicable in principle to both newspaper and general magazine advertising. We will be glad to send a copy to any advertiser on request. The coupon below is for your convenience.

\*\*\*\*\*

**The BLACKMAN**  
**ADVERTISING**  
**MAGAZINE NEWSPAPER OUTDOOR STREET CAR**  
**120 West 42nd Street, New York**

## ADVERTISERS

*with whom we work:*

**The Packer Mfg. Co., Inc.**

*Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm*

**Sherwin-Williams Co.**

*Sherwin-Williams Paints, Varnishes, Stains, Lacquers, Enamels, Insecticides*

**Walter M. Lowney Co.**

*Lowney's Chocolates*

**Vacuum Oil Company**

*Gargoyle Mobiloil  
Gargoyle Lubricating Oils for Plant Machinery  
Gargoyle Marine Oils*

**The National City Co.**

*Investment Securities*

**Procter & Gamble**

*Crisco, Ivory Soap,  
Ivory Soap Flakes, Chipso  
P & G—The White Naptha  
Soap*

**Seaboard National Bank**

**Waitt & Bond, Inc.**  
*Blackstone Cigars*

**Towle Manufacturing Company**

*Sterling Silverware*

**Lehigh Portland Cement Co.**

**The Stanley Works**  
*Tools—Hardware*

**The National Gypsum Co.**

*Gypsum Plaster Wall Board*



*The BLACKMAN Company, 120 West 42nd St., N.Y.*

Please send me your memorandum:

*Imagination in Industrial Advertising*

Name .....

Title .....

Company .....

Address .....

Product Made .....

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## To Clarence A. Hoppock

*Space buyer for  
H. K. McCann Company  
New York*

You made us hungry lately! We were reading one of your Beech-Nut advertisements in *Child Life*. We had always thought of peanut butter merely as a spread for bread or crackers.

You told us to remove the pits from prunes and "pack the cavities with this delicious butter." Now we weren't "tired of a monotonous diet," but we tried some Beech-Nut butter in prunes because it all sounded so good. It was! Just as delicious as you told us it would be!

In your advertisement you mentioned "reliable prunes." We used Sunsweet—just happened to have them on hand.

What we wonder now is this: why not tell the 110,000 mothers who read the advertisements in *Child Life* how "reliable" and good Sunsweet Prunes really are? . . . so that they will always keep them in the house.

And since *Child Life's* pantry is a pretty big one . . . more than half a million people get their meals from it every day . . . why not tell these *Child Life* readers about Del Monte Canned Fruits and Vegetables? Why not tell them about Fluffo Shortening, and Blue Diamond Almonds.

We appreciate the attractive Beech-Nut and Borden's Milk advertising that you have been placing with us. You can advertise any family product in *Child Life*, just as effectively.

Nujol, Perfection Stoves, and Golden Fleece Blankets would find particularly interested readers this coming Fall and Winter. Not to forget Vaseline for vacation sun-burn and a permanent place in the family medicine chest.

Won't you think it over? We'll come in to see you soon.

*from CHILD LIFE*

*The Children's Own Magazine*

*Rand McNally & Company—Publishers  
Chicago*

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# Who Is to Blame for Small Retail Profits?

What a Survey of a Town's Retail Lumber Interests Disclosed

By Harry J. Colman

Wolf and Company (Accountants and Business Counselors)

[EDITORIAL NOTE: Many manufacturers experience difficulty in framing convincing arguments for the purpose of proving to dealers the necessity of conducting a retail business on a basis that is free from price-cutting, sub-rosa tactics of various kinds and other ruinous practices. This article furnishes information which manufacturers in any field could use with telling effect on their retail distributors.]

THE retail lumber dealers of a Middle Western city held a meeting and were complaining bitterly about local business conditions. Nearly everyone admitted that his volume of sales had continuously increased for several years but declared that he was no longer able to obtain the gross margin he formerly received. Each dealer accused the others of cutting prices. Each dealer denied this general accusation against his firm, claiming that if he was guilty it was only from a defensive standpoint of retaliation.

Such meetings had been held at various times but they came to naught for, instead of dealing in facts, the discussions dealt in generalities based on second- or third-hand information gathered from contractors and buyers who were exercising their divine right and prerogative in trying to bear the local market by always insisting that "The price is too high. We can do 5 per cent better with Jones."

At one of these meetings, however, one of the dealers suggested that they employ some disinterested outside party, familiar with merchandising, to make a thorough

study and survey of the local situation. The suggestion was adopted and the following is the interesting result of that investigation.

The City of X has an estimated population of 90,000. There are twelve concerns engaged in the retail sale of lumber, millwork, and building materials, or one yard to serve every 7,500 people. Four of these are small concerns, considered by the others as unprogressive, and are not regarded as important factors. They did not participate in the survey and consequently their operations are not included in this study.

In order to give the eight dealers who desired this business survey a true composite picture of the facts as they actually existed, all of the data were collected from the books and records of each concern. The condensed operations, in statement form, were as shown in Table A.

When this composite study of the performance of the eight concerns is reviewed it would appear that on the whole the margins of profit, while perhaps insufficient, nevertheless had been maintained fairly well. This, however, is somewhat misleading because of the obvious necessity of presenting them in percentage form. The total volume of sales handled by these concerns in 1924 increased 15.3 per cent over 1923, and the 1925 total sales exceeded those of 1923 by 28.5 per cent, proving that the public demand was good. Every dealer increased his capacity to

TABLE A

	1923 100 Per Cent	1924 100 Per Cent	1925 100 Per Cent
Sales			
Cost of Material Sold.....	75.9	76.1	76.7
Gross Margin .....	24.1	23.9	23.3
Expenses .....	19.5	19.6	19.3
Operating Profit .....	4.6	4.3	4.0
Other Income .....	2.1	1.9	1.6
Net Profit .....	6.7	6.2	5.6

serve in order to take care of this additional volume thereby increasing his invested capital.

Computing profits on the basis of sales is very interesting for comparative purposes, but the computation that is essential and all important to every merchant and investor, in order to determine the real worth of a business, is the net earning on capital invested. The composite statement of these eight concerns showed the average in Table B.

This study begins to give the reader an idea as to why there was a manifest dissatisfaction among these dealers. Any retailer who cannot earn better than 8 per cent upon his invested capital during years that are generally conceded to be exceptionally good ones will probably have difficulty in avoiding losses during periods of depression.

The retail merchandising of lumber and its kindred products requires a large investment per

dollar of sales and, as a result the average turnover of capital by the eight dealers was but 1.4 times.

Confidential studies made of each individual dealer's performance disclosed in some cases that the investment was heavy and out of line by comparison. This, however, is only a minor cause of their difficulty. Recognized authorities have repeatedly stated that every retail merchant, because of the extraordinary risk involved, is entitled to, and should strive to earn at least 15 per cent on his capital. In order to diagnose this situation further, the comparative performances of the individual concerns are presented in Table C.

It is very obvious that Dealer A and Dealer F stand out by this comparison. They have been able to maintain or increase their gross margins, net profits, and return on investment while the general tendency of the local condition has been otherwise.

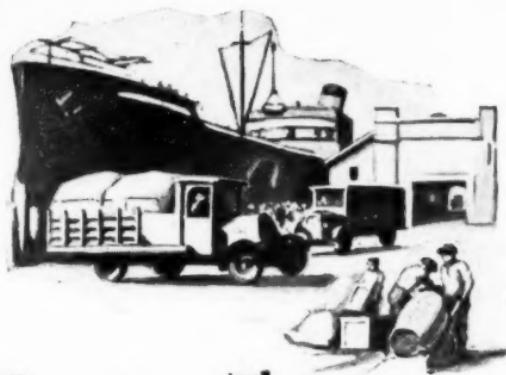
Very few of the dealers used

TABLE B

Earned on Investment.....	1923 8.8 per cent	1924 8.3 per cent	1925 7.9 per cent
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TABLE C

1923							
A	B	C	D	E	F	G	H
100	100	100	100	100	100	100	100
Net Sales Cost of Materials.....	69.7	78.0	77.9	78.1	81.1	74.2	74.8
Gross Margin.....	30.3	22.0	22.1	21.3	18.9	25.8	25.2
Expenses.....	22.9	19.1	17.7	18.3	21.2	21.9	20.5
Operating Profits.....	7.4	2.9	4.4	3.0	2.3	3.9	4.7
Other Income.....	2.7	1.8	.9	1.8	2.8	1.1	1.4
Net Profit.....	10.1	4.7	5.3	4.8	.5	5.0	6.1
Earned on Investment.....	17.6	5.9	7.2	6.8	1.8	11.8	9.0
1924							
A	B	C	D	E	F	G	H
100	100	100	100	100	100	100	100
Net Sales Cost of Materials.....	69.6	76.1	75.6	79.7	81.6	73.8	76.9
Gross Margin.....	30.4	23.9	24.4	20.3	18.4	26.2	23.1
Expenses.....	22.1	20.1	19.6	18.8	19.7	19.9	19.4
Operating Profits.....	8.3	3.8	4.8	1.5	1.3	6.3	3.7
Other Income.....	2.3	1.6	.8	2.1	2.9	1.9	2.5
Net Profit.....	10.6	5.4	5.6	3.6	1.6	8.2	6.2
Earned on Investment.....	18.9	6.7	8.8	5.7	3.9	12.6	7.9
1925							
A	B	C	D	E	F	G	H
100	100	100	100	100	100	100	100
Net Sales Cost of Materials.....	69.5	77.7	76.6	77.1	80.4	74.5	76.4
Gross Margin.....	30.5	22.3	23.4	22.9	19.6	25.5	23.6
Expenses.....	21.3	22.5	20.2	19.7	20.4	18.6	18.1
Operating Profits.....	9.2	.2	3.2	3.2	.8	6.9	5.5
Other Income.....	2.5	1.5	1.8	.2	2.4	2.1	1.3
Net Profit.....	11.7	1.3	5.0	3.4	1.6	9.0	6.8
Earned on Investment.....	19.9	1.9	7.2	4.9	3.1	13.2	8.9



## Feeding Florida *is a Big Job*

**I**N 1920 there were 3,338 hotels in Florida. In 1926 there are more than 16,000. The number of restaurants has increased proportionately. This is an index of the general increase in the food demands of Florida.

A vast quantity of food, particularly manufactured and canned food, is shipped to Florida every year to meet the constantly growing demands of this growing state.

Florida is a new land agriculturally. While it has more than 20,000,000 acres of land capable of development for farming purposes,

only a little more than 10 per cent of this amount is now under cultivation. And Florida's population is growing at an amazing rate.

This means that for many years Florida will continue to be a big importer of food-stuffs and will always import certain kinds of foods.

If you are a producer of food products, you can get your share of Florida business by advertising in the media that cover Florida completely and economically — the Associated Dailies.

## ASSOCIATED DAILIES *of Florida*

510 Clark Building  
Jacksonville, Florida

Bradenton News  
Clearwater Sun  
Daytona Beach Journal  
Daytona Beach News  
Deland Daily News  
Eustis Lake Region  
Ft. Lauderdale News  
Ft. Myers Press  
Ft. Myers Tropical News  
Ft. Pierce News-Tribune  
Ft. Pierce Record  
Gainesville News  
Gainesville Sun  
Jacksonville Florida Times-Union  
Jacksonville Journal

Key West Citizen  
Kissimese Gazette  
Lakeland Ledger  
Lakeland Star-Telegram  
Lake Worth Leader  
Melbourne Journal  
Miami Daily News  
Miami Herald  
Miami Illustrated Daily Tab  
Miami Tribune  
New Smyrna News  
Ocala Central Florida Times  
Orlando Sentinel  
Orlando Reporter-Star  
Palatka News

Palm Beach Daily News  
Palm Beach Post  
Palm Beach Times  
Pensacola Journal  
Pensacola News  
Plant City Courier  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg News  
St. Petersburg Times  
Sanford Herald  
Sarasota Herald  
Sarasota Times  
Stuart Daily News  
Tampa Times  
Tampa Tribune  
Winter Haven Chief

modern accounting systems. Four of them attempted to departmentalize their business by separating sales, purchases, and inventories into commodity groups so as to determine at the end of the year which section of their business was the more profitable. Only two of the dealers attempted to compute costs. It is significant that these were Dealers A and F.

The operations of the eight concerns were further analyzed:

1. To determine operations by department.

2. To determine the character of business obtained.

The first analysis disclosed that all dealers earned good margins on lumber, shingles, roofing, and specialties; that five of the eight dealers earned an operating profit on millwork and interior finish; that every dealer, with the exception of two, sustained heavy losses on brick, cement, mason and building materials. This study indicated, and subsequent investigations proved, that there was a general practice among these dealers, when they believed they had competition on an estimate, arbitrarily to cut the price on millwork and building materials. One case was admitted by a dealer in which he had presented two car-loads of face brick to a customer in order to obtain a contract. It was proved conclusively to this offending dealer that this contract was sold with a gross loss. Due to the fact that most of these dealers' books are so arranged that no classified record of sales was kept, these unprofitable transactions were buried with the profitable ones and the actual cost of such evil practices was never known until uncovered by this survey.

Most of the firms employ so called salesmen. Many of these men were interviewed and asked to give an example of their sales talk to prospects. Cross examining brought out that many of their strongest arguments were: "We have the cheapest prices in town, longest terms of credit, biggest stocks and quickest service, more trucks than our competitors, etc."

Others were: "You can buy as often and in as small quantities as you want, we will deliver it anytime, anywhere" or words to that effect. The reader of this article does not need mental glasses to visualize why the investment was high and profits were low. These interviews with salesmen of the various concerns also disclosed the fact that most of them appeared to be better informed about their competitors' business and methods than they were about their own, and were extremely willing and anxious to discuss their rivals' shortcomings. Only 20 per cent of these sales representatives offered any genuine constructive reasons why their concerns should be favored with patronage.

#### INVESTIGATING COMPETITION

In order still further to analyze this situation and to determine the character of the business of these firms, the sales they made on a contract or estimate basis were separated from their regular business. The contracts that had been made by these eight concerns in 1925 were then listed to determine the actual amount of competition that really existed. The results were interesting. It was found that approximately 46 per cent of the total sales made by all concerns were on a contract basis, varying with the individual from 30 per cent to 61 per cent depending upon each firm's policy. When these contracts were listed, it was found that nearly 50 per cent of them had one dealer figuring the estimate. Actual competition existed upon approximately 25 per cent to 30 per cent of the total.

This was indeed enlightening information for it proved the folly of the prevalent idea among these merchants regarding so called "cut-throat competition." There can be no question that the average margin obtained by most of them was low. There is no denial that there may have been many instances where material was actually sold at a loss but the facts are that the competition was no worse than existed anywhere else; that sales representatives were poorly in-



## Kork-N-Seal Pours



To open: merely raise the lever and push with thumb.

To reseal: replace cap on container and push lever down.

POURING is an art few cans accomplish. That's why this new Kork-N-Seal Nozzle received a welcome reception and interested attention when introduced to the canning industry.

Be it oil, varnish, shellac or any other liquid, the flow from a Kork-N-Sealed can is smooth, gradual and requires no funnel. Cuts off immediately. No after-drip to soil the hands, clothing or floor.

Ever open an oil, paint or varnish can with the usual "try and open me" seal? If you have, compare Kork-N-Seal convenience—just a gentle pull on the little lever—closes just as easily. And incidentally, you can store volatile products in Kork-N-Sealed cans as long as you like. There won't be any loss through hardening or evaporation.

**Williams Sealing Corporation**  
Decatur, Illinois

Williams

**KORK-N-SEAL**  
THE CAP WITH THE LITTLE LEVER

# *Announcement*

**Advertising Coverage for an Entire Market  
Provided Through the Combination Foreign  
Advertising Plan of**

## **The Superior Evening Telegram and The Duluth News Tribune**

These two newspapers offer a unique service to the advertiser seeking sales in the Head-of-the-Lakes market. This market consists of a steadily growing territory in Northern Wisconsin and Northern Minnesota, centering at the Twin Ports—Superior, Wis. and Duluth, Minn.

A net paid circulation of more than 50,000 daily is offered by this combination. Through them the entire field is reached. Omit them and it is impossible to obtain complete coverage.

### **Regular Rates:**

Evening Telegram, 7c per line minimum;  
News Tribune, 9c daily, 10c Sunday.

### **Combination Rate:**

(5,000 lines) 14c daily; 15c evening and Sunday.

### **REPRESENTATIVES**

**The Evening Telegram—Weaver-Stewart Company  
The News Tribune—E. M. Burke, Inc.**

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formed; that little or no knowledge of the cost of doing business existed; that antiquated methods of bookkeeping were used; and, outside of the clerk himself obtaining a monthly trial balance, which is only an arithmetical proof to him, no one appeared to have more than a passive interest except the proprietor, and in many cases the latter spent most of his time trying to obtain additional business and increasing volume.

There were two bright lights in this situation, and they were Dealers A and F. These dealers, as was shown by the comparative statements, were able to increase their profits and earnings every year and it is interesting to study how they were able to accomplish this under such conditions where most of the dealers declared they could "not make a decent profit because competitors set the price."

#### HOW THEY DID IT

In the first place, these two firms have the highest-salaried employees in town. The personnel and *esprit de corps* is splendid. Dealer A ranked third in volume and F was in fifth place compared with other dealers in sales volume. They both maintain and operate the National Retail Lumber Dealers Association's Standard Cost System, and they apply the information which they derive from their monthly departmentalized statements to their every-day affairs and transactions. They know where their deadline is and are able to determine their mark-ups intelligently. They both believe in securing the distributing agency of the best known, most widely advertised materials. They take pride in preaching and practicing the principle that "Quality and Service make friends out of customers and build up good-will." They know that these factors—Quality and Service—"stick" in a customer's mind and that he forgets the price soon, if he remembers it at all.

Lumber and millwork ordinarily amount approximately to 25 per cent of the total cost of a modern dwelling. A cut of 3 per cent to 5 per cent in price by the material

dealer is insignificant to the average home builder compared to the total cost of his home, particularly so when there is frequently a sacrifice in quality, and the cut is not sufficient to cause the prospect to build a bigger home and use more material. It does not stimulate any new business. The general result is to antagonize every other dealer in town who hears about the quotation. The dealer who made the 5 per cent cut will have to obtain from 20 per cent to 25 per cent more volume at the same price to offset the loss he sustained by making this cut.

A and F know these principles of merchandising well. They have taught them to their organizations and they practice them. They know more about their business and less about their competitors than anyone else in town. They believe in modern methods of merchandising. They recognize that the barter method of trade has disappeared. They believe in not selling articles of unproved merit at any price. Quality is paramount and no sale is made unless a service is performed with it, and each sale must bear them a fair profit.

They have spent time, thought and money to make their offices and showrooms attractive and they display their materials in such a manner that it encourages women to visit and consult with them. They insist upon their employees studying and knowing what they are selling, where and how the materials are manufactured and the most practical uses for them. Dealer A frequently invites his employees to attend a dinner when traveling representatives of manufacturers are in town so that they may get first-hand information regarding their products. If a prospect of these dealers desires to build a home and has insufficient funds, the sales representatives are able to advise and assist with a plan. These firms have built up real organizations, instilled in them the sound policy of honest and sincere methods—in short, being square—with the trade, their firm, and themselves.

Dealer A spends three times as

July 1, 1926

much for advertising as the average amount expended by the other dealers. These two dealers use the daily newspapers, direct-mail, street car cards and posters to tell their story in an intelligent manner. Both dealers are active and prominent in local public affairs. They encourage their lieutenants to do likewise. They subscribe to trade journals, read them, and from them obtain many of their progressive ideas.

Their monthly departmental cost sheets are the scorecards of their business and these men know how the game is going at all times. They were the keenest dealers to obtain this survey and study, yet its findings show that they needed it least. They are farsighted, enterprising, and public spirited enough to know that if they can in any manner co-operate with a competitor and help him become a better business man, they will bring up the standard of merchandising and in return everyone will benefit.

Our study clearly showed that a business man can be successful under apparently difficult circumstances by minding his own business instead of the other fellow's, by putting the golden rule into practice with his employees as well as the public, by using modern accounting methods to keep posted on his affairs at all times and when he knows he has a real product to sell at a fair price, he couples to this a real service and is not afraid to tell the world about it.

### Industrial Publications, Inc., Transfers J. W. Peckham

J. W. Peckham, who has been in charge of the Pittsburgh office of *Ceramic Industry*, has been transferred to New York where he will be Eastern representative for *Ceramic Industry* and *Brick & Clay Record*, both of which are published by Industrial Publications, Inc., Chicago.

### Paper Container Companies Consolidate

The Container Corporation of America, Chicago, has been formed through the consolidation of the Philadelphia Paper Manufacturing Company, Philadelphia, and the paper plants of the Chicago Mill & Lumber Company, Chicago.

### Advertisement Asks Physicians' Approval of Cosmetics

The Armand Company, Des Moines, Iowa, in advertisements in medical journals, over the signature of its president, Carl Weeks, is asking physicians to endorse the use of its cosmetics by the doctors' women patients. The advertisement points out that women have always sought an aid and an ally in cosmetics.

The several products of the company are then briefly described and the closing paragraph disposes of a general belief as follows: "Women inquire frequently whether cold creams grow hair. It is quite within the province of the practitioner to state that if cold creams had a tendency to grow hair someone would have thought of recommending them as hair growers and have become rich in the process."

### Leather Account for Frank Seaman

The N. R. Allen's Sons Company, Kenosha, Wis., producer of harness leather and sole leather strips for shoe repairing, has placed its business-paper advertising account with Frank Seaman Incorporated, New York advertising agency.

### Fall Campaign for Pottery and Glass Ware

Magazines will be used next fall in a campaign for Italian pottery and glass imported by Carbone, Inc., New York and Boston. The Wells Advertising Agency, Inc., Boston, will direct this campaign.

### O. P. Welch with Leo Epstein & Company

Oscar P. Welch has been appointed advertising manager of Leo Epstein & Company, St. Louis, Mo., chain-store operators, with headquarters at Joplin, Mo. He has been with the Denison, Texas, *Herald*, for the last three years.

### Stewart-Warner Appoints C. R. Fraser

The Stewart-Warner Speedometer Corporation, Chicago, has appointed C. R. Fraser, formerly of Fada Radio Ltd., sales manager of the radio division for the Ontario territory.

### Joins Nesbitt Service

E. R. Harris, recently with the classified advertising department of the Cleveland *Plain Dealer* has joined the Nesbitt Service Company, Cleveland advertising agency.

Miss Cecilia Kimber has joined the copy staff of Auspitz-Lee-Harvey, Chicago, advertising.



# *Building Sales for Building Materials*

A DINGY sign is worse than no sign at all. Manufacturers of building materials have found this to be true. As a result, many in this important industry are using exclusively *DuraSheen Lifetime Porcelain Signs*.

Impervious to rain, snow, sun, dust, heat and cold, *DuraSheen Signs* give long, hard wear without losing their lustre; without their brilliant colors ever dimming and without rusting or warping. And they are easy to keep sparklingly clear and bright. No wonder manufacturers of building materials prefer the economy and attractiveness of *DuraSheen Signs*.

Unlike ordinary signs, *DuraSheen Signs* are made of highest grade porcelain, fused into heavy sheet steel at 1800° Fahrenheit, —they are permanent, lifetime signs! They attract favorable attention to your products wherever used and help build greater goodwill and bigger sales. Write for full information.

THE BALTIMORE ENAMEL  
and NOVELTY COMPANY

Mt. Winans, Baltimore, Md. - 200 Fifth Ave., New York City

Are You Interested in—

Increasing the power,  
per dollar, of your advertising?

Focusing national advertising in markets where you have distribution?

Meeting the demand for more effective dealer co-operation?

Bridging the wide gap between home or office and the point where your products are on sale?

If you're interested in solving these important problems, you too, should use *DuraSheen Life-time Porcelain Enamel Signs*. It is difficult to name a big national advertiser who doesn't use *DuraSheen Signs*.

# DuraSheen *Porcelain fused into Steel —* Lifetime Signs

# Soo Ling—An Advertising Story That Was Never Told

Everything the Eye Falls on Has a Story, but Copy Writers Frequently Fail to See It

By L. E. McGivena

Manager of Publicity, *The News*, New York

**S**ELL your merchandise in your advertising. Sell it the way an intelligent, interested, informed salesman sells it. It seems to me that you folks in our great stores have more potential interest, more romance and color and glamour in the things you handle and sell than any other sort of business—excepting only mine, a newspaper. You bring things from all over the world, you gather stocks from all peoples in all countries. Everything the eye falls on has a story. Tell that story in your copy, and make the things you are trying to sell mean more to the people you are trying to sell them to. Here is an imaginary instance that brings out this point:

In an obscure little village in China, Soo Ling last year wove a rug. The Ling family has been weaving rugs for hundreds of years. They know wool by the thread. They have tested colors for generations, found the best and brightest and most durable. In times past, their rugs were always offered first to the Emperor, and the Ling weavers were entitled to put the fifth toe to the Dragon of Infinity as a mark of their royal patronage. All the art of two thousand years has been preserved among these weavers.

And so last year Soo Ling wove a rug. It had a border of gold that reflected light like a girl's golden hair. It was embellished with bats and tea flowers and other ancient symbols that bring good fortunes and happy days to its owners. It had a blue field broken only by the central design of the Dragon, a blue you will find in no

Taken from an address delivered before the Association of Retail Advertisers at the Philadelphia convention of the International Advertising Association.

sky or sea in this world; a blue lovelier than a child's eyes, or wood smoke, or the mist over mountains. It is tedious to sit day after day on a small scaffold, tying twenty-two tight knots to the inch, to work day after day on inches of unbroken blue. But when he had finished, Soo Ling felt that he had done a lifework worthy of the best of his ancestors. Two thousand years of art and skill and experience and critical judgment had gone into that rug.

In due time a buyer bought it, and it was shipped to a store in this country, to be sold to the white men who are rich beyond Soo Ling's dreams. The store advertised Ling's rug with others. Presented with this masterpiece, the copy writer wrinkled his brow and thought lengthily. Three days later the advertisement appeared. It read—"Starting Tomorrow, A Special Selling of Chinese Rugs. Room Size, mostly 9 by 12 ft. An unrivaled collection at \$315!"

## Appoint Pratt & Lindsey

G. A. Blasser Associates, New York, sales agents for Manhasset Island, a real estate development, have appointed The Pratt & Lindsey Company, Inc., New York advertising agency, to direct their advertising account. Newspapers and magazines will be used.

The Dawn Corporation, New York, manufacturer of a syndicated candy, also has placed its advertising account with Pratt & Lindsey. An advertising campaign in color, using magazines, is being planned.

## G. R. Kinney Sales for May

The G. R. Kinney Company, New York, chain shoe store operator, reports May sales of \$1,784,560, against \$1,572,896 in that month last year. Sales for the first five months of the current year were \$6,965,969. This compares with \$6,832,716 in the corresponding period of last year.

the plan behind  
the dollar does  
the work



**Arnold  
Joerns  
Company**  
Advertising

July 1, 1926



Oregon is rich! She ranks with the five wealthiest states in the Union. There is enormous buying power in the Oregon country. The above illustration shows her relative importance compared with a few other states.

For the first six months of 1925, 7791 building permits were granted in Portland, representing a total valuation of \$22,878,745. Portland ranks third in the valuation of building permits on the Pacific Coast and is fifth in per capita ratio of permits in the United States.

Portland, the metropolis of this wealthy state, is the greatest home city on the Pacific Coast and one of the chief centers of distribution. Its population is increasing rapidly.

*Advertise your goods to this important field through the Oregon Journal, the largest evening paper in the Pacific Northwest.*

**Oregon Journal**

BENJAMIN & KENTNOR COMPANY, *Special Representatives*

900 Mallers Bldg.

Chicago, Ill.

2 West 45th St., New York, N. Y.

401 Van Nuys Bldg. Los Angeles, Calif.

58 Sutter St., San Francisco, Calif.

1524 Chestnut St., Philadelphia

# How Many Headlines Should an Advertisement Have?

There Appears to Be a Tendency toward an Unlimited Number

By A. L. Townsend

ADVERTISING tradition has it that there should be one main headline and no more. This headline is a star performer, with a place picked for it that it may appear to best advantage and capture the reader's complete initial attention.

A few years ago, this layout ritual was seldom departed from. The main headline was as capricious as the star of a theatrical production. All other performers had to take a back seat.

But this method has undergone a radical change. Today, one advertisement may contain as many as six headlines, each given equal importance.

One of the factors which has led to this change of layout is a very earnest desire to get away from conventionalities of layout and of composition. There was too much sameness and far too many arbitrary rules of make-up. The individual advertiser is as eager, today, to change the physical appearance of his advertising, regardless of the space used, as to set forth new selling thoughts, new art technique and new copy angles.

If there are five vital statements to make about the thing you advertise, then do not attempt to boil them down to a single headline, because it usually can't be done. Give each an equal opportunity to impress itself upon the reader.

Too often, the headline, as used today, attempts merely to create interest in the illustration and in the opening lines of copy. And this copy may have only a casual bearing on the product itself. The new idea is to get down to business at once, in headlines, and deal less in generalities and the type of heading which almost invariably accompanies them.

Many advertisements appear to-

day which tell almost every essential point in a series of headlines. There is much additional text, of course, but the reader need not wade through it to get the story. The headlines form a true synopsis.

Thus, it is possible to attract and to hold two types of readers; the one who will not digest long treatises but who will skim over display headlines, and the very earnest prospect who wants to read every word of copy, regardless of how much there may be of it.

This new form of advertising has encouraged an equally interesting and innovative illustrative plan, whereby individual pictures accompany individual statements. The large, dominant picture is not employed, and, in its stead, there are numerous small ones.

Observe the working out of this new schedule, as expressed in a number of current examples, all of them effective, both in the matter of typographical arrangement and the illustrative elements.

Mobiloy advertising has turned its attention almost exclusively to the newer form. In a recent piece of copy there are run, in type a half-inch tall, three separate and distinct headlines, each accompanied by its own postscript picture:

Figure the total year's expense of your car at 100 per cent. Only about 2.6 per cent goes for lubrication—your only insurance against—

and just here space intervenes and little pictures are inserted. Immediately, however, the display type takes up point number 2, as follows:

A whole year's cost for this vital engine protection is rarely over \$15.

Now another space and picture and in equally large display headline type:

Although Mobiloil costs a few cents more per gallon, it is decidedly cheaper by the year, because—

and at this point, the headlines lead into the main body of the text, placed beneath. At least two-thirds of the total area of a periodical page has been consumed by display headlines, each one as important as the other, and all readable at a distance.

I find an advertisement for Grape-Nuts based on the same unusual lines, the illustrative effects being every bit as radical as the type display heads. There are, at the very top of the layout, five humorous cartoons, each with a small caption of its own: "What bonds should I buy? Which car should I select? How should I play the hand? Which club should I use? What kind of collar should I wear?"

Then comes the series of display headlines leading off with: "Plenty of thought for questions like these, but—" And now the typographer gives equally forceful display to this line: "Not half enough for the most important question in the world. . . ."

An illustration intrudes; a cartoon study of a hungry man, seated at a table, while a waiter brings on food by the trayful. And beneath is the next headline: "What kind of food should I eat?"

It is now customary to give a sort of running résumé of the story in headlines, accompanied by vivid little individual pictures.

These headlines, serially employed, constitute the advertising copy of yesterday, boiled down, and made as brief as possible.

The "Say It With Flowers" campaign did a most sensible thing, recently, when it devoted two pages to staccato headlines, each accompanied by an illustration. It was virtually a double spread made up of headlines, and these headlines constituted the copy. There was nothing more, with the exception of a bold display of the nameplate.

Observe how a series of headlines can neatly enough tell all there is to know of a project:

Fresh, fragrant flowers are a necessary

part of every perfectly appointed automobile. (Picture of woman slipping bouquet into flower holder in car.)

Send him to work every morning with a boutonniere in his lapel. (Wife putting flower in man's lapel.)

Fashion decrees flowers as an essential part of every complete toilette. (Woman, with corsage bouquet, surrounded by admiring men.)

Happier homes in the years to come through appreciation of the beautiful, inculcated by flowers and growing plants in school rooms. (Boy with growing flowers nearby.)

Flowers lend a note of prosperity to every office. (A vase being filled on a man's desk.)

Banish the dreariness of the sick room with cheering fragrant flowers. (The nurse, the bedside, and flowers.)

You know they wear real flowers. Imitations cannot add that infinite touch of charm. (A picture to discourage the use of imitation flowers by women as a part of their street toilettes.)

Flowers for the wedding can be sent from anywhere to anywhere. (A wedding scene.)

A woman's heart throbs at the message that only flowers convey. (A young man bringing gift of flowers.)

Wherever you are, the appropriate thing is "Say it with flowers." (A happy group and posies in evidence.)

Tell her "good-bye" with flowers. (The train departure and a bunch of roses brought to the departing friend.)

On your birthday, send Mother flowers. (The delivery boy delivering them.)

Here is an important contribution to advertising literature based wholly on the idea of headlines accompanied by illustrations and the telling of almost all there is to tell, in this striking and complete manner.

An interesting example of what headlines may tell of a product is to be found in a National Mazda Lamp display, which sums up in this significant fashion:

The Pearl Gray bulb harmonizes by changing its color to blend with any fixture, shade or background.

Easy to clean. Because the frosting is on the inside of the bulb, the outer surface is smooth and sheds dust.

Gives more light than lamps it replaces and reduces the glare with its inside frosted bulb.

More rugged. The strength has been greatly increased.

Costs less than previous lamps.

These bold type displays are independent headlines and when they have been read, the story of the product has been completely related. There is not much left to say. Simplicity has been arrived at in no uncertain terms. But could a single headline have made such an



*Wrapped  
and  
insured  
in one  
operation*

THE efficiency of North America Parcel Post Insurance is especially appreciated by those who make parcel post shipments daily. It places dependable, economical insurance on every package at a marked saving in time and labor. A coupon from a North America Coupon Book insures each package at the wrapping desk. Ask your insurance agent or broker or send the coupon below for complete information.

## Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and  
Marine Insurance Company"



Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W 71

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Wants information on Parcel Post Insurance

July 1, 1926

impressive summing up? I doubt it.

It was thought, at one time, that advertising layout became confused when split up into many parts. If these parts were small, this might have held good, but display lines, each complete, are bold enough to hold their own. They represent, actually, long copy, edited and made to stand out conspicuously for quick reading. When they are punctuated with little pictures, they are doubly attractive to the eye.

The Mobiloil campaign, along with numerous others, really teaches a lesson, in advertising brevity; in the telling of a story by means of illustrated headlines, rather than by long, protracted copy, studiously complete in every verbal detail.

"Their conclusions are based on thousands of technical reports and engine blueprints, secured through constant contact with the automobile manufacturers of the country."

There is more text, of course, but the basic idea of the advertisement has been both described and illustrated in the headlines. No single line could possibly accomplish as much.

#### Enlarged Campaign for Household Cleaners

The advertising campaign on Liquid Sunshine, a household cleanser, made by Clark Brothers, Portland, Oreg., has been extended from Pacific Coast States to include the Central States. Vincent & Vincent, Portland advertising agency, are directing this campaign.

#### C. C. Napier with Chatham Agency

Charles C. Napier, formerly with the retail service department of the *Dry Goods Economist*, New York, has joined the Chatham Advertising Agency, also of New York, in charge of copy and production. At one time he was with the copy staff of Street & Finney.

#### With Strong-Scott Mfg. Company

Homer L. Rank, recently sales manager of the Bonnot Company, Canton, Ohio, has become sales manager of the fuel pulverizer department of the Strong-Scott Mfg. Company, Minneapolis.

## Quick Verification of House Magazine Titles

WESTERN UNION TELEGRAM  
*Editor of PRINTERS' INK:*

Please advise by wire if the name "Accelerator" is being used at the present time by any manufacturer as the name of his house-organ.

AUBURN AUTOMOBILE CO.

THREE minutes after this telegram was received the following wire was sent to the Auburn Automobile Company: "Accelerator" used as house-organ title by Boston and Old Colony Insurance Companies, Boston, and Equipment Company, Kansas City, Missouri."

A record of over 2,340 house magazine titles is maintained by PRINTERS' INK. The title of each publication is listed on a card and filed alphabetically according to the title. In addition to this information, the name and address of the publisher and a description of the circulation of each house magazine is given on these cards.

We welcome requests from subscribers who want to verify the originality of a house magazine title, or who want to locate the name and address of the publisher of a specific house magazine.—[Ed. PRINTERS' INK.]

#### United States Stores Increase Sales

The United States Stores Corporation, Orange, N. J., chain grocery store operator, reports sales of \$14,147,238 for the five months ended May 30, 1926. This compares with \$13,736,356 in the corresponding period of last year, an increase of 2.9 per cent.

#### Radio Account for Henry Decker Agency

The Birnbach Radio Company, New York, manufacturer of radio accessories, has placed its advertising account with Henry Decker, Ltd., New York advertising agency. Newspapers and business papers are being used.

#### Brick and Tile Account for Lyddon & Hanford

The American Enamelled Brick & Tile Company, New York, has placed its advertising account with the New York office of the Lyddon & Hanford Company, advertising agency.

## EASY! SELLING TO YOUR OWN STOCKHOLDERS

LET'S suppose, just for instance, you make or sell business or industrial equipment. You need the okay of several men at the top in an organization in order to make the sale.

How much easier it would be if one of these men was among your stockholders. You would be selling a product he would want to see sold. Wouldn't that help? That's just the sort of job The Financial World can do!

The Financial World is read by big business men in many diversified industries. They are the heads of large manufacturing concerns —your salesmen often have to sell them as well as the purchasing agent or other lesser executives.

These men read The Financial World for help in their personal investment problems. Sell them your securities and institutionalize your company through its pages, and it will be easier to sell them your product.

*For further information address*

**The** FINANCIAL WORLD  
*America's Investment Weekly*  
53 PARK PLACE, NEW YORK CITY  
Established 1902 Member A. B. C.

*"A Complete Investment Service for Ten Dollars"*

July 1, 1926

# No A. B. C. in Argentina

*So—LA NACION of Buenos Aires  
has done the next best thing*

**La Nacion** invited the A. B. C. to send an executive to examine its circulation at the expense of **La Nacion**, but was informed that the policy of the A. B. C. did not permit this.

The certified public accountants Deloite, Plender, Griffiths & Co., Price, Waterhouse, Saller & Co., and Arturo R. Zoppi, the Argentine National Accountant, were employed and a quarterly audit is being made and the results published.



**La Nacion** is the only newspaper in Latin America that has its circulation duly audited and certified to by public accountants.

**La Nacion** has the largest and best circulation of any newspaper in South America.

**La Nacion** publishes more local, national and American display advertising than any other newspaper in Buenos Aires.

**Are you getting your share of Argentine business?  
"Ask La Nacion about the Argentine."**

---

Editorial and General Office in  
the United States:

W. W. DAVIES  
Correspondent and General  
Representative  
383 Madison Ave., New York

United States Advertising  
Representatives:

S. S. KOPPE & CO., INC.  
Times Bldg., New York  
Telephone: Bryant 6900

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Please write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of *La Nacion*.

## Purchasing Agents Are No Longer Trained Librarians

The Modern Purchasing Agent Is  
Becoming a Part of the Management  
and His New Views on  
Buying Are Forcing a Change  
in Industrial Advertising  
Methods

By Ezra W. Clark  
of the Clark Tructractor Company

**PURCHASING** agents are becoming a part of management. Time was when they were highly trained librarians of catalogues and depositories of all sorts of buying information. Then up rose the trade directories, eliminating the need for filing cabinets filled with obsolete catalogues. The wise purchasing agent left his desk to ambitious subordinates and went out into his shop and other shops to discover the uses of various commodities.

Thus, we see purchasing agents being vested with increasing authority and responsibility and becoming directors and officers of their companies. We recently made our purchasing agent vice-president in charge of purchases.

This makes for less selling and more buying in the industrial field than in any other realm of advertising. We are not daunted but complimented by the difficulties of the task assigned us. Industrial buyers are hard to shift to new sources of supply. Once we win our market, quality and service will hold it for us. Industrial markets are, therefore, more permanent than other markets. Q. E. D. Industrial advertising must ever seek to establish permanent values.

How may this desideratum be obtained? By building our advertising on an economic principle. Only as our commodity or service has an economic right to a place in the sun does it deserve to pros-

Taken from a talk delivered before the National Industrial Advertisers Association at the Philadelphia convention of the International Advertising Association.

per and endure. This is basic. It is also profitable. We have tested it in the market-place. It pays in direct returns and cumulative values. Sell a man by weight, measure, or price and you put your product in competition with all similar commodities, leaving to the buyer only the determination of quality. Base your appeal upon an economic principle and you justify the old and tested advertising maxim, "The appreciation of quality will remain long after the memory of price has been forgotten." Economic principles cannot be evaluated in terms of dollars and cents, but purchases based on economic principles can be justified in terms of human progress and material profits.

### J. B. Fitzgerald with West Coast Lumber Bureau

J. B. Fitzgerald has been placed in charge of publicity of the West Coast Lumber Trade Extension Bureau, with headquarters at Seattle, Wash. He was recently editor of the *Four L Lumber News*, Portland, Oreg.

### Food Display Machine Account for R. B. Newell

The Food Display Machine Corporation, Chicago, has appointed the R. B. Newell Company, advertising agency of that city, to direct its advertising account. Magazines and business papers will be used.

### C. H. Carlisle Heads Canadian Goodyear Tire & Rubber

C. H. Carlisle, vice-president and general manager of the Goodyear Tire & Rubber Company of Canada, Toronto, has been elected president and general manager. He succeeds E. G. Wilmer, resigned.

### Gemmer Manufacturing Company Reports Sales

The Gemmer Manufacturing Company, Detroit, automobile steering gear, reports net sales of \$2,125,483 for the period between July 7 and December 31, 1925. Net income during that time amounted to \$239,803, after charges.

### Buys Sporting Goods Papers

The *Sporting Goods Journal*, Chicago, has purchased the *Sporting Goods Gazette*, New York, and the *Sporting Goods Buyer*, Columbus, Ohio.

# How to Avoid Legal Troubles Abroad

The Division of Commercial Laws of the Department of Commerce Is in a Position to Assist Exporters

*Washington Bureau  
of PRINTERS' INK*

**WITHIN** the last few months the manufacturer of a mechanical product which is widely advertised in this country found that an oversight on his part will cost him many thousands of dollars and a great deal of desirable foreign business. He had taken the trouble to register his trademark in practically all foreign countries. This he considered a sufficient safeguard, since his device was not patentable in the United States. Then he went ahead with his merchandising campaign only to find that a German firm had secured a patent on his device in several foreign countries, thus excluding him from most desirable territories.

Another manufacturer, also a national advertiser, has found that neglect to take out design patents on his products has resulted in exceedingly annoying and costly imitation in Germany. While his trade-mark is protected in that country, and others are prevented from imitating the mechanical features of his goods, he finds that German manufacturers are duplicating the appearance of his products to an extent which materially injures his business.

Other manufacturers, during the last few years, have found that negligence on their part has resulted in costly consequences. About eighty of these manufacturers, on an average, come to the Division of Commercial Laws of the Department of Commerce every week, and, strange to say, they bring their problems only after these difficulties become troublesome and costly.

Recently, conversing on this subject, C. G. Junkin, chief of the division, remarked that our exporters need a better understanding of legal conditions abroad,

and he explained that his organization is really owned by the tax-payers of the country and operated solely in the interest of American industry.

"In the first place," he said, "it should be understood that we do not practice law. Our purpose, with the aid of representatives of the Government in all parts of the world, is simply to collect a mass of data which are available to business men and their counsel who are extending their export trade.

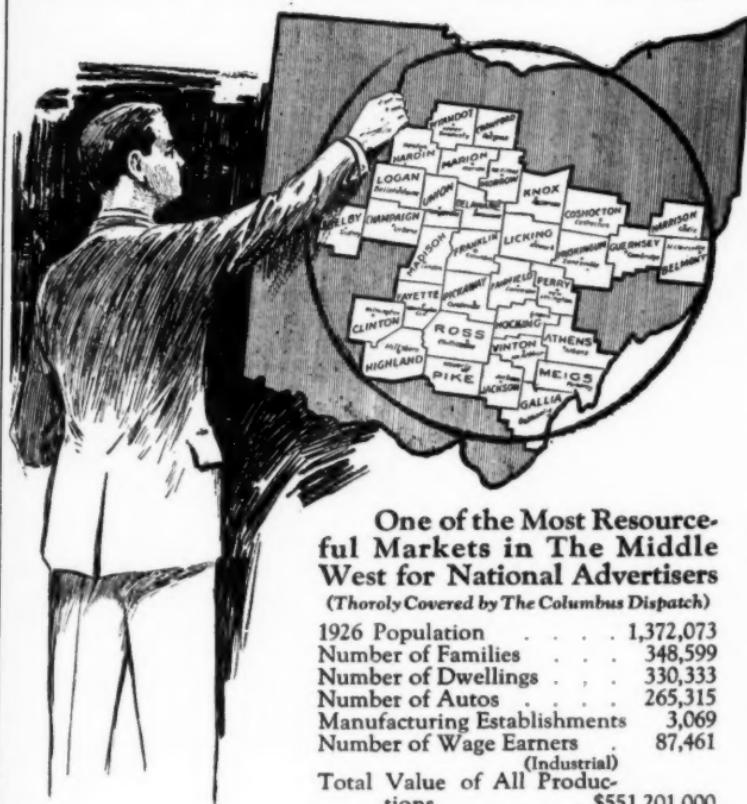
## TECHNICAL AND NON-TECHNICAL SPECIALISTS

When problems are presented to the Division of Commercial Laws, Mr. Junkin explained, they are handled by specialists who are organized under two sub-divisions—technical and non-technical. Under the first are three sections, legal information, taxes, and patents and trade-marks.

"When an American manufacturer or his counsel comes to us," Mr. Junkin continued, "before he begins doing business with or within any foreign country, we are able to guide him with the aid of these three sections. Our files disclose all of the important data concerning the legal pitfalls that beset his way, and we are able to show him how he can conduct his affairs with the least possible chance and expense. This information would include measures for safe-guarding his patents and trade-marks, how to avoid unnecessary taxation, and the possibility of conforming with unfamiliar laws and regulations.

"A manufacturer may ship an occasional order to practically any foreign country and not be liable to taxation. He may even advertise widely in a country and, under the laws of that country, not be considered as 'doing business'

# Circle These 33 Counties on Your Ohio Sales Map



**One of the Most Resourceful Markets in The Middle West for National Advertisers**

(Thoroughly Covered by The Columbus Dispatch)

1926 Population . . . . .	1,372,073
Number of Families . . . . .	348,599
Number of Dwellings . . . . .	330,333
Number of Autos . . . . .	265,315
Manufacturing Establishments . . . . .	3,069
Number of Wage Earners . . . . .	87,461
(Industrial)	
Total Value of All Productions . . . . .	\$551,201,000
Number of Banks . . . . .	361
Bank Deposits in 1925 . . . . .	\$306,759,000
Number of Income Taxpayers . . . . .	61,990
Number of Towns . . . . .	1,198

**Dispatch Daily Average Paid Circulation—106,451**

Advertisers planning to exploit the Ohio Market will receive complete cooperation from the information and service bureau of

## Columbus Dispatch

OHIO'S GREATEST HOME DAILY

HARVEY R. YOUNG  
Advertising Director

OMARA & ORMSBEE, Inc., Representatives  
New York, Detroit, Chicago, San Francisco

within the country. But if he advertises consistently that he is in that country to stay and that he has appointed agents who are working in certain ways, he is furnishing one of the contributing factors which may make him legally liable to taxation.

"In this important question, there are several other factors involved. For instance, if he allows his appointed agents to use his letter-heads, he is also contributing to a condition which will establish his firm as one that is doing business within the country, and in this he is likely to increase his expense of doing business.

"Since the war, there has been a great deal of discussion and many protests regarding the pirating of American marks in countries which give priority of trademark ownership to first registrants. Ignorance of the requirements of foreign countries and the work of dishonest registrants have cost American owners of prominent marks millions of dollars. It now appears that while practically all American manufacturers are taking steps or have taken them to protect their trade-mark interests, they are neglecting to protect themselves against imitation by filing design patents in all countries which grant them.

"During the last year, a number of flagrant cases of infringement of designs have been called to our attention. In all of these cases, the foreign courts appear to consider only the fact as to deception regarding origin. A patent screw-driver, for instance, may be duplicated in appearance. If it is called the 'Jones Screw Driver' by the original manufacturer in this country, and if the foreign manufacturer calls it the 'Jones System Screw Driver,' it is likely that the American manufacturer could stop the imitation by court procedure. But if the foreign manufacturer merely duplicates the appearance of the screw driver without infringing mechanical patents, it is not likely that the original manufacturer could find relief. He would lose his business merely because he had failed to protect

himself with a design patent.

"There are innumerable pitfalls of this kind which the manufacturer should study before he attempts to merchandise his products in any foreign country. These problems involve taxes and registrations. It is most essential that the American exporter fully understand the first two, so that, if court action is necessary, he can go into court with legally clean hands and secure his rights.

#### LAWS NOT ALL THE SAME

"Perhaps a majority of American manufacturers who go into exporting for the first time assume that the laws of foreign countries governing commerce are similar to our own. Usually, within a few weeks, such a manufacturer begins to find variations, and they frequently cost him time, money and business.

"An American manufacturer can send consignments of goods to most foreign countries and that action would not constitute 'doing business' in the country, under the law. He might even appoint an agent to sell his goods in the same country, and still be free from the legal burden of taxation, and have the protection of the courts.

"But if this manufacturer consigned shipments of goods to any one of most countries, and also appointed an agent to take full charge of his business in that country, he would find that, under the law, he was unknowingly 'doing business' in that country. In this case, his agent would take charge of consignments, make collections and attend to other details of the business, and unless the manufacturer had properly registered, he might get into no end of trouble.

"If the merchandising plan calls for legally doing business within a country, several important questions as to how to conduct the business arise. Should the company be domiciled in the country? Would it be better simply to have agents appointed? Or would a subsidiary company be best?

"These and other questions would be answered according to

*Trade work* should not be merely aimed at the merchant but should also provide him with material which he in turn can use effectively with consumers. We have some interesting examples of this better kind of trade work.



BARROWS, RICHARDSON  
& ALLEY  
*ADVERTISING*

NEW YORK OFFICE  
19 WEST 44th STREET

BOSTON OFFICE  
77 FRANKLIN STREET

July 1, 1926

# BEAU

*The Mans Magazine*



¶ Epicurean and sophisticated, the contents of BEAU guarantee its acceptance by the wealthy—the buyers of luxury merchandise. ¶ No Advertiser of luxury merchandise can afford to ignore this general magazine, whose smart masculine viewpoint will attract both men and women of means. ¶ It will appear monthly, beginning with September. ¶ Fifty thousand copies of the first number will be distributed nationally, and the distribution will be increased by five thousand copies each month during the first year. ¶ A card addressed to 50 Church Street, New York, will bring you full information concerning this new quality medium

## *A New Quality Medium*

We are prepared to make an exceptionally attractive offer to advertisers who wish to start their advertising in BEAU with the first issue.

the size of the firm, the nature of the product, the amount of business done, the method of distribution, and so on. In various countries, the forms of incorporation differ, and in countries which follow the civil law there are three distinct types of partnership. Hence, a manufacturer will find it greatly to his advantage to be forearmed before he enters any of the foreign fields."

The other sub-division of the Division of Commercial Laws is also divided into three sections which are concerned with trade adjustments, credit and insurance, and arbitration. These, it will be noted, are for the purpose of assisting American exporters when in difficulty and, unfortunately, they are called upon as frequently as those which are organized for the purpose of prevention.

#### NON-LEGAL CASES

The adjustment section straightens out misunderstandings and disputes which are not of a legal nature. This section calls upon commercial attachés and consular officers of the State Department in all parts of the world, and in most instances provides an intelligent man on the ground, not only to clear up matters of misunderstanding, but also to preserve the friendship existing between the American seller and the foreign buyer, in order that business relations may be continued.

The section of credit and insurance deals largely with the foreign laws on the subjects and endeavors to safeguard American manufacturers from fraudulent practices.

The arbitration section is comparatively new. Disputes as to quality, quantity, damage, and other factors are continually arising, and it is the purpose of this section to use the foreign personnel of the Government to promote the use of arbitration in proper disputes, in both foreign and domestic commerce. This, of course, cuts down expense, saves time and frequently preserves good-will when it otherwise would be lost.

## When Packages, Labels and Trade-Marks Become Antiquated

HOMMANN, TARCHER & CORNELL, INC.  
NEW YORK

*Editor of PRINTERS' INK:*

Some time ago—quite a long time ago, in fact—you had an article in PRINTERS' INK on the question of changing trademarks or labels long after they had been established.

One of our clients is now faced with this climax and we would appreciate it if you would give us an idea what the experience of other advertisers has been in similar cases.

Can you send us a copy of the article referred to or a copy of the particular copy of PRINTERS' INK in which this article appeared?

HOMMANN, TARCHER & CORNELL, INC.

THE older a business is and the longer it has been established the more likely is it to have packages, labels and trademarks that are antiquated. Before deciding to change these, however, the advertiser must first determine their good-will value as opposed to the selling value of new labels, trade-marks or packages.

As a rule it is far more important to change packages than it is to change trade-marks. If the trade-mark is antiquated, it can be retained in a minor capacity without damaging the value of future advertising. The package, however, should be brought up to date so that it will be able to compete successfully with the effective packages of competitors.

There are three courses then open to the advertiser. He can retain the old package, admitting its weakness as a salesman, and let his advertising do the selling. He can get a new package of modern design and depend upon his advertising to hold old customers as well as make new customers. He can go through a slow process of change which will carry the old customers along while it builds new customers.

PRINTERS' INK has published numerous articles on various phases of the subject of changing packages, labels and trade-marks. These articles describe how advertisers have followed the three processes.—[Ed. PRINTERS' INK.]

# Peevish Follow-Ups

There's Precious Little Sales Punch in Petulance, Yet Some Letter Writers Use It as Their Final Weapon

By B. F. Berfield

"THIS is the fourth and last time that I intend to write you about the amazing offer which was outlined in the folder sent you recently."

That is the opening sentence in the fourth follow-up used by an advertiser who sells a certain product direct to the consumer. It is the introduction to a letter that continues in the same half-petulant, half-bullying tone to outline the fact that the prospect must be slightly deficient between the ears because he has not snapped up the remarkable offer made by the advertiser.

Here is another opening sentence from a follow-up sent out by a well-known national advertiser:

"Our only explanation for your not seizing our special offer is that you must have misunderstood it."

Again, dear prospect, we're sorry for you, but evidently your brain doesn't spark as successfully as it should.

Here is still another:

"For several months now we have written you concerning our remarkable offer. As yet you have not availed yourself of the opportunity of buying our unusual set of books which has meant success to so many people. This is our last letter to you. If we receive no reply your name will be taken from our mailing list."

All three of these examples, remember, are taken from the opening paragraphs of letters that are intended to deliver the final sales punch to the prospect who has been wavering between acceptance and rejection of the offer. The writers imply that they have been patient about long enough. The time has now come for the use of the strong arm at the end of which is a mailed fist, no longer encased in silk. In other words, "Mr. Prospect, we have been persuasive and patient, we have tried cajolery

and cogent argument. Now we're going to grab you by the collar and make you buy."

This may be good selling, but I doubt it. Yet three different advertisers in widely varying fields seem to think that it gets them sales. Probably it does pull a certain amount of orders, but I doubt if it pulls anywhere near the number of orders that would be won by letters less peevish in tone.

Such tactics may be all right occasionally when used by the high-pressure salesman on a hard-boiled dealer who has refused to succumb to any other method. Yet few sales managers would feel proud of the salesman who approached his hard prospects with a petulant expression and a whining voice and finished up by trying to bully the dealer into buying.

Far better is the tone of a letter sent out by an advertiser of books who begins:

"It is quite possible that in the letters I have written to you I have failed to cover some important point concerning our books. If this is the case won't you read again the enclosed folder, a copy of which was sent you with our first letter? In this folder we have answered all possible questions that can arise regarding our books. We should like to call your attention particularly to the first paragraph—."

## A RESULT PULLING LETTER

The letter continues in the same tone and when the prospect has finished he has had summed up for him the main sales arguments for the set of books. The summing up is remarkably effective. The advertiser using this letter tells me that it has proved one of the best follow-up letters he has ever sent out and that experiment has shown that prospects who do not order after receiving this letter

## ON THE SAME FOUNDATION

Look into any excavation in New York City, and you will see men driving shafts down to the bedrock on which old Manhattan stands to get a sure foothold for the steel struts that will support the building.

Those are foundation men. The work is thoroughly standardized and is sublet to companies that do nothing else.

When they get through, no matter how well they have done their work, there is nothing you can see. The foundation is necessary, but it isn't the building. The building is still to be built.

Every successful advertising plan is erected on a foundation of facts. The facts are necessary but they are not the advertising.

On the same foundation some men erect skyscrapers; others, gas tanks. Of the same materials some men construct palaces; others, hovels. Out of the same words, some men make platitudes; others, advertisements.

Facts are necessary, but it is the structure erected on the facts that determines the success or failure of the advertising.

CALKINS & HOLDEN, Inc.

247 PARK AVENUE · NEW YORK CITY

are not worth bothering with further.

Selling by mail requires an unusual finesse, as any experienced advertiser knows. Certainly the letters quoted at the beginning of this article are not brilliant examples of delicacy and tact. They are not persuasive or helpful. They are merely peevish. Perhaps their worst feature is the assumption that the prospect must be slightly weak mentally because he does not buy.

There is a wide gulf between petulance and persuasion—and it is persuasion that makes sales.

### Advanced by North East Service, Inc.

Warren K. Lee has been promoted to the position of sales manager of the North East Service, Inc., the sales, service and distribution branch of the North East Electric Company, of Rochester, N. Y. He was formerly in charge of the Detroit branch of North East Service, Inc.

### Packard Motor Profits Double

The Packard Motor Car Company, Detroit, Mich., reports a net profit of \$13,529,640 for the nine months ended May 31, 1926. This compares with \$6,254,129 for the same period in 1925. Net profits, for the quarter ended May 31, amounted to \$5,527,282, after charges. In the corresponding quarter last year \$3,122,849 was reported.

### T. J. Hammer with Alabama National Life Insurance

Thomas J. Hammer has been appointed advertising manager of the Alabama National Life Insurance Company, Birmingham. For the last two years he has directed the department of business writing at the University of Alabama.

### E. C. McCarthy Appointed by Lighting Equipment Dealers

E. C. McCarthy, formerly with *Lamps, and Lighting Fixtures and Lighting*, both of New York, has been appointed field secretary of the National Association of Lighting Equipment Dealers.

### Community Account for Seattle Agency

The University Commercial Club of Seattle, Wash., has appointed Arnold Kraft, Inc., advertising agency of that city, to direct a newspaper advertising campaign on the University District of Seattle.

### Uses Newspaper Space to Help Check Pay-roll Robberies

A private citizen of New York is using display advertising space to help lower the number of pay-roll robberies. He advises that all pay-rolls be paid by check instead of by cash, thereby offering fewer opportunities and temptations to would-be bandits. The headline of one advertisement reads, "Stop Pay-roll Crime Wave." It is addressed "To employers who use money in paying their employees," and continues:

"Every day we hear of some innocent person being held up, murdered, or maimed while engaged in carrying money from bank to office, or while making up pay-rolls with cash."

"Pay by check—it may take a little more of your trusted employee's time; it will also save his being made a gun-man's target. Some employees may kick at receiving a check in the pay envelope—only the ignorant will. Educate them. Post notices that you keep no pay-roll cash on your premises. Explain your reasons for the change in paying by check."

The advertisement closes with an explanatory paragraph that "this suggestion is published and paid for by L. W. G., who has no axe to grind, is not connected with any business, but hopes to save some fellow-beings from danger, if not death."

### Philadelphia Advertiser Ties Up with Convention

Albert M. Greenfield & Company, Philadelphia real estate brokers, during the week of the convention of the Associated Advertising Clubs of the World ran an advertisement in the newspapers tying up closely with "Poor Richard." The advertising was a part of a historical series described in the June 10 issue of PRINTERS' INK. This particular piece of copy was headed "Poor Richard—and Philadelphia Real Estate."

The copy pointed out that Benjamin Franklin was a real estate investor, his first purchase being a plot on Arch Street, near 5th, just across from his last resting place. It also pointed out that Franklin owned property at 12th and Locust Streets, which cost him \$275 and that today the location is worth several hundred thousand dollars.

### National Tea Sales Gain

The National Tea Company, Inc., Chicago, reports sales of \$4,402,874 during May, against \$3,732,533 in the same month last year, an increase of 17.9 per cent. For the first five months of 1926 sales were \$22,141,923. This compares with \$18,971,278 for the similar period last year, a gain of 16.7 per cent.

### New Offices for Grable Company

The H. L. Grable Company, Dallas, Tex., publishers' representative for weekly newspapers in Texas, Oklahoma and New Mexico, has established offices at New York, Chicago and Philadelphia.

# RATE INCREASE

## Automotive Daily News

A National Newspaper for Every Branch of the Industry

Effective with the October 1st issue all line and space rates in the Automotive Daily News will be increased by 5 cents a line, putting in effect the following rates.

Based on a net paid circulation of 10,000 daily.

RUN OF PAPER	Per agate line 35 cents
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### SPACE CONTRACTS

2,500 lines within 1 year.....	33 cents
5,000 lines within 1 year.....	32 cents
10,000 lines within 1 year.....	30 cents
25,000 lines within 1 year.....	28 cents
50,000 lines within 1 year.....	25 cents

TIME CONTRACTS	Per agate line
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26 times within 1 year.....	33 cents
52 times within 1 year.....	32 cents
104 times within 1 year.....	31 cents
156 times within 1 year.....	30 cents
10 or more consecutive times.....	30 cents

Minimum space on time contracts, 14 lines.

All contracts received up to and including August 2nd will be accepted at the present rates.

## Automotive Daily News

1926 Broadway, New York

H. A. TARANTOUS, Advertising Manager

### Chicago Office:

Chas. H. Shattuck, Mgr.  
168 No. Michigan Ave.

### Detroit Office:

Geo. M. Slocum, Mgr.  
General Motors Bldg.

### Pacific Office:

Am. National Bank Bldg.  
Blanchard-Nichols-Coleman  
San Francisco, Cal.

**WATCH FOR ANNOUNCEMENT OF THE  
FIRST ANNUAL REVIEW NUMBER TO  
BE PUBLISHED, AUGUST 27th**

## The Essentials of a Good House Magazine

THE GORHAM COMPANY  
PROVIDENCE, R. I.

*Editor of PRINTERS' INK:*

We are very much interested in the improvement of our house-organ.

We understand that some time back in one of your issues you carried an article on house-organs. We would consider it a very great favor if you would furnish us with such information as we feel it would be very helpful.

THE GORHAM COMPANY.

HOUSE-ORGANS today vary in conception from dignified helpful magazines to flippant, too aggressive, comic papers. The comic paper is all right in its place but too much flippancy in a house magazine antagonizes the recipients rather than wins their good-will.

A study of house-organs shows that the major essentials to a good dealer house magazine are, briefly:

1. A definite editorial appeal.
2. Articles of a helpful nature, based either on experience of other dealers or of members of the company's sales and advertising staff.

3. Timely pictures either of a news interest or of a nature that will give the dealer ideas for his own store.

4. Effective presentations of the company's advertising.

5. Suggestions for bettering the dealer's advertising.

6. Where possible, material of an instructive nature which can be passed along to clerks. This is most valuable where it is most unselfish.

7. Company news, such as news of new factories, new campaigns, new products, etc.—any kind of news that will be of interest and help to dealers.

8. Occasional articles on manufacturing processes that will give the dealer greater confidence in the quality of the product.

Not all dealer magazines will have all these features. The best house-organs, however, at some time or another generally include them all.

The chief thing to watch in editing a house magazine is to try first of all to be truly helpful to the

## Boston's Peculiarity

Newspaper advertising statistics accepted elsewhere are blown to the four points of the compass in Boston and New England.

Mass circulation in New York, Chicago and other large cities may work out advantageously in the distribution of high-grade commodities, while in Boston the successful newspaper advertiser of quality articles approaches buyers through a limited but more reflective circulation.

Selling results depend in Boston not upon how great but how effective is the circulation.

The Boston Transcript measures up well in this latter respect.

## Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

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dealer so that he will consider the magazine an aid to his business, and second, that the material be presented in an interesting, not too flippant, manner. Many a house-organ has gone on the rocks because it has failed to maintain the proper balance between seriousness and good humor.

The internal house-organ should be a company news letter. Here the editor can forget too much dignity and present a great deal of material in a breezy manner. However, he must remember that his chief aim is to build company morale and to present articles that will help employees in their work.

A list of forty-one articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY that will be of interest to publishers of house magazines of any description will be sent to those interested in the subject.—[Ed. PRINTERS' INK.]

#### Calkins & Holden Win Agency Baseball Series

Calkins & Holden, Inc., won the final game in the series played by the Advertising Agency Baseball League, composed of a number of New York advertising agencies. Calkins & Holden, Inc., defeated Bartom, Durstine & Osborn, Inc., 17 to 5.

The winning agency receives a silver trophy, donated by the Walker Engraving Company, New York, and each member of the team will receive a silver loving cup, donated by the New York *Herald Tribune*.

#### Martin-Parry Profits Gain

The Martin-Parry Corporation, York, Pa., automobile bodies, reports net profits, after charges, of \$395,406 for the nine months ended May 31, 1926, against \$200,575 for that period in the previous year. For the quarter ended May 31, net profit was \$225,993, compared with \$50,416 in the preceding quarter.

#### J. T. Martindale Heads Van Camp Hardware & Iron

John T. Martindale has been elected president of the Van Camp Hardware & Iron Company, Indianapolis. He succeeds the late Raymond P. Van Camp, whose death was reported in a recent issue of PRINTERS' INK.

#### E. J. Sommers with C. E. Brinckerhoff

E. J. Sommers, formerly with the F. R. Steel Company, has joined the Chicago merchandising staff of C. E. Brinckerhoff-Advertising.



# The Secrets of Successful Advertising in Britain

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## 1. PUNCH in your Advertisements

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## 2. Your Advertisements in "PUNCH"

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**MARION JEAN LYON**  
Advertisement Manager, "PUNCH"  
80, FLEET STREET,  
LONDON, E.C. 4, ENG.



## Two-Minute Convention Reports

(Continued from page 52)  
on "Magazines as Advertising Media in England." He explained the difference between British and American magazines declaring that in his country the term is used only for the large monthly publications, including those made up largely of fiction and eliminating some publications of the sort which we would call magazines, but which they call "national weeklies," "reviews," etc.

A broad picture of the part played by magazines in educating the American people was given in an address made by Professor Harold J. Stonier of the University of Southern California. After telling of the value of magazines as an educational factor, Professor Stonier touched on the question of their future development.

"I feel," he said, "that the greatest development of magazine influence in the next ten years is going to be in connection with the more formal process of education. Encourage the magazines to be used more extensively as a weapon with which to open the mind of immature Americans to the vast storehouse of knowledge which the race has accumulated all through the years."

Paul T. Cherington, director of research of the J. Walter Thompson Company, spoke on "Some Recent Developments in Circulation Statistics," presenting various trends of population increase and showing statistically how the growth of magazine circulation paralleled these figures in some cases and differed from them in others. Such statistics, he declared, are in line with the general efforts of publishers, agents and advertisers to "inject certainty into rate cards and iron out most of the worst elements of uncertainty as to what an advertiser buys."

The efforts of current months along these lines are of great importance to the advertiser in Mr. Cherington's opinion, particularly in these three directions: "1—The

measurement of the quality of circulation, either on the basis of buying power or of reader interest; 2—The measurement of coverage, and 3—The determination of trends in circulation."

G. Lynn Sumner, president of the agency bearing his name, discussed "The Place of the Magazine in the Advertising Schedule."

"All successful national magazine advertising" he said, "has been based on the idea of improving the standard of living. The soap manufacturer did not advertise soap, but the idea of cleanliness; the man selling draperies advertised the idea of a more beautiful home, and so on. It is the use of articles and not the articles themselves that has been advertised, and this has substantially aided the country as well as the people selling the various products."

## Where Some New Advertisers Come From

Never before in the history of advertising has the advertising agent had as great an opportunity to develop new accounts as he has today. This is an opinion given by R. S. Simpers of the McLain-Simpers Organization before a meeting of the American Association of Advertising Agencies. After making this statement he proceeded to support it by citing instances of opportunities to develop new advertisers that any alert agent might have discovered. Here are his examples:

### I

Our much maligned income tax laws of recent years opened up many new opportunities.

Justification for wider advertising of types of insurance affecting inheritance taxes.

Wider advertising of tax exempt securities.

### II

Not a style changes unless it creates a new market and new advertising opportunities.

The trend toward more feminine



# A·P·P·R·O·V·E·D

**P**ACKAGED GOODS are given 100% endorsement by manufacturer, jobber, retailer & consumer. **C** Packages procure display, shipping becomes easier, unit sales are facilitated ↗ and consumer appeal is maximum. **C** Concerning cartons that are more than mere *packages*, we will be glad to advise by mail or in conference. **C** Write.

**BROOKS BANK NOTE COMPANY**  
Springfield, Mass.

New York

Philadelphia

Boston

Lithographed Folding Boxes Labels Window Displays  
Cutouts Commercial Stationery

exposure, both Northern and Southern, suggested to the alert agent new markets, new advertising opportunities for necklaces, depilatories, and even safety razors in the North; greater style variety in hosiery and footwear in the South.

Almost always, these style changes favoring some industries, suggest defensive advertising by others. The great swing toward silk suggests the importance of cotton and wool makers, through advertising, defending their threatened markets.

With the advent of the composition shoe soles, some agents saw the need for the leather producers protecting, through advertising, their threatened market.

### III

The successful agent is creating advertising by watching legislation and patent situations.

When automobile headlight legislation started, he sold to someone the opportunity for controlling devices.

When public drinking glasses were banned, every paper cup maker became an important prospect.

Smoke nuisance legislation created wide advertising opportunities. Trivial things are seized by the alert agent.

### IV

When Helen Wills came East with an eye shade, she started an industry.

### V

The alert agent today is watching the birth of a great new industry in bus transportation.

The success of the gas-electric drive brought into practical use by buses suggests its use in trucks, also.

Will great bus lines be advertised like great railroads? Almost surely!

### VI

The advertising agents jumped into action with the coal strike.

Here were advertising opportunities for substitute fuels. Oil, gas, electricity.

Makers of heaters for burning small, cheaper sizes of anthracite, available even during the shortage in larger sizes, were justified in putting on more advertising pressure—and did, successfully.

The progress of oil suggested an opportunity to stir the coal people into advertising action defensively.

The oil people putting emphasis on ash handling, suggests action by makers of devices to handle ashes more conveniently.

### VII

The recent Indianapolis Auto Races, with 90 cubic inch motor cars catapulting around the track over a hundred miles an hour makes us wonder why some passenger car builder cannot build a car as light, small, powerful and economical. Is there a potential advertising opportunity that might be inspired by some agent?

Such a fundamental influence as prohibition with the inevitable adjustments and readjustments in our national life inspired the alert advertising agents in the development of tremendous new advertising.

Witness only soft drinks, carbonated waters, candies; to say nothing of such things as collapsible shakers, disappearing flasks and headache remedies.

## Advertise the Farm as a Market

Stop talking about competitive farm publications and concentrate a united effort on advertising the farm as a market. This was the message delivered by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, in his address before the departmental meeting of the Agricultural Publishers Association.

In his plea for greater teamwork among farm paper publishers, Mr. O'Shaughnessy pointed out that constant effort to prove weaknesses in circulation methods of competitors was harmful to the farm field. "If you are using your intimate knowledge of improving circulation methods, that job is in

"It is precisely in this field of inadequate information, or even deliberate distorted misinformation, that we find one of the gravest outstanding difficulties in international economic relations."

DR. JULIUS KLEIN, Director of the Federal Bureau of Foreign and Domestic Commerce, before the Associated Advertising Clubs of the World, June 23, 1926.

The Associated Advertising Clubs of the World heard from many speakers the call for more international thinking as an essential business need.

With this trend comes the better appreciation of the place of Current History in the periodical field. The advertising progress of the past year over the preceding twelve months is 40% in lineage and 72% in revenue.

The average current happenings magazine reflects America to Americans. Current History serves up the whole world to its readers.

## CURRENT HISTORY

Published by The New York Times Co.

## The York, Pa. Gazette and Daily

for many years has been very particular what kind of advertising it accepts.

Not from any holier than thou attitude, but because of the reader confidence such a policy honestly pursued over a considerable period of time must necessarily build up.

A reader confidence which will undoubtedly produce extraordinary returns for the advertiser whose copy is acceptable.

And this newspaper completely and intensively covers the entire trading territory of York County, Pennsylvania, one of the richest and most prosperous communities in the nation.

### Howland and Howland

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 North Michigan Avenue

PHILADELPHIA

Ledger Building

your hands," he said. The question is, how to make farm papers serve better. Service is the only thing publishers have to sell. Why can't the farm-paper publishers get together to sell the farm market first? He cited one instance where the bickerings of newspaper publishers in one large city had the effect of making advertising agencies stay out of that market if they could not use all the newspapers in that city.

Mr. O'Shaughnessy was successful in getting the publishers together for a discussion of their differences and, as a result, he said, they were able to adopt a working plan and in no case since have they seen any advertising which they offered to PRINTERS' INK refused because of copy statements that these publications could not run.

"Let the farm publishers get together and advertise the farmer as a market, whether he lives in Florida or Iowa. There is something the farm publisher can do now to better and more wisely counsel his clients in the farm field. He can start out by saying that the farmer is not insolvent and bankrupt. The farmer can't run away from his debtors, he is tied to the land, the safest and soundest investment."

Commenting on Mr. O'Shaughnessy's talk, Horace C. Klein, president of the association, said that the day of talking about circulation is all over. "It is time to talk about distribution. If you are talking to a manufacturer or president of a concern, it is safe to say that he came up to his present position through the factory. If we go and talk to these men about sales, not circulation, we can get around the things which have cost us so much trouble among the agencies.

"We can sell our papers better by not talking about circulation or how we get it but by emphasizing how our papers can help in the manufacturer's problems of distribution. We have got to help in solving his problem of merchandising. "Let us see if we cannot figure out an enlarged campaign for our association on this basis for we

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have talked circulation to death. Let's quit trying to say what is the best farm paper and talk the farm market."

## How to Avoid Last Minute Copy Changes

Advertisements too often suffer in appearance because of last minute pressure exerted by advertisers who deluge their printers and engravers with orders and corrections. This point was stressed by two speakers before the sessions of the Graphic Art Department, one representing the viewpoint of an advertiser, and that of an agency.

At high speed, proper attention cannot be given to excellency of work, said Verne Burnett, secretary of the institutional advertising committee of the General Motors Corporation. There is need for greater co-operation between photo-engravers, printers and electro-typers and the advertiser, he said. The advertiser should take his printer into his confidence and tell him what he is planning to accomplish. Very often, from his technical knowledge, the printer can make suggestions which will result in economies for the advertiser. Such advance thinking, Mr. Burnett declared, is vitally essential before a printing or other graphic art job is executed.

The advertising agent's viewpoint was expressed by W. Arthur Cole, vice-president of the Corman Company, New York advertising agency. "Advertisers should seek typographic counsel and accept the advice of the counsel," he said, "holding him responsible for the effectiveness of final results and not for translation into type metal of the advertisers' particular whims."

Mr. Cole gave it as his opinion that if publications did not have positive, inflexible closing dates, advertising agents would never get the advertiser's viewpoint into a particular issue, for the viewpoint of the advertiser when the advertiser has a viewpoint, changes very rapidly, often faster than type can be set to record the last change. The development of packaging

## Good Copy

**During the ten years in which we have been in business we have refused more accounts than we have taken. The reason may seem quixotic — we found ourselves unable to enthuse about these kinds of accounts.**

If your interests are centered in a fine enterprise which deserves especially good copy service, perhaps we have the kind of agency you want.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

methods was outlined in an address by D. B. Hassinger, art director of the Robert Gair Company and a number of suggestions by which printers can best help advertisers were advanced in a talk made by Bernard Lichtenberg, of the Alexander Hamilton Institute.

## Joint Campaign to Advertise Classified Columns

Out of the meetings of the Association of Classified Advertising Managers there developed a decision to conduct a national advertising campaign to influence the public to a greater use of classified advertising. The plan calls for the appointment of an advertising agency to direct this campaign which will be participated in by association members. Copy will be sent to all newspapers at the same time so that its simultaneous appearance throughout the country will add the effectiveness of a national campaign to this joint effort.

Another forward step taken at the meetings was the addition to the by-laws of a provision which extends associate membership privileges to farm papers and foreign newspapers.

The activities of the National Better Business Bureau in the interest of eliminating misleading and fraudulent advertising from classified columns were outlined by Edward L. Greene, manager of the Bureau. He explained how, in co-operation with the association, this work was progressing in the accomplishment of its single objective, supplying information which will help publishers to detect misuse of their classified columns by careless and dishonest advertisers.

Mr. Greene explained, step by step, how the Bureau carries on its classified investigations. This is done in the following manner:

1. A newspaper is checked for misleading copy or mis-classification.
2. Advertisement is clipped.
3. It is answered with a blind letter.
4. Investigation is made with contact sources where advisable.

5. Comparison of classified advertisement and follow-up.
6. Analysis of offer to respondent.
7. Preparation in bulletin form, when the facts developed so warrant.
8. Edited by publicity department.
9. Sent to production department.
10. 1038 copies made.
11. Mailed to members of Classified Advertising Managers Association, Better Business Bureaus, advertising agencies, and a special list of interested sources.

At the close of the conference, C. W. Nax, of the St. Louis *Globe-Democrat*, was re-elected president of the association. Other officers elected were: Walter W. Murdock, Detroit *Free Press*, first vice-president; James A. Dogherity, Providence *Journal* and *Bulletin*, second vice-president; Harold A. Dryden, Peoria *Star*, secretary, and James McGovern, Albany *Knickerbocker Press*, treasurer.

The following were elected to the board of directors: W. R. Huffman, Tulsa *World*; C. A. Sargent, Miami *Herald*, and H. D. Coff, New York *American*. F. L. Tate, of the Toronto *Star*, was elected to represent the association on the Advertising Commission. C. C. Armstrong, of the Cleveland *Press*, was appointed editor of the "Classified Journal," official publication of the association.

## What Industrial Advertisers Discussed

Some notable things occurred at the meetings of the Industrial Advertisers' Association convention. The meetings were held jointly with the Associated Business Papers, Inc.

First, W. H. Beatty, vice-president of the Newell-Emmett Company, New York, gave a talk on "Copy" that will not be soon forgotten by those who were fortunate enough to hear it. Second, Bennett Chapple, president of the association, who was chosen to preside at the opening session, made an address, when he took the chair, which was largely responsible for bringing into the meetings a high degree of helpfulness and co-operation. The announced theme of the meeting was "Industrial Advertising in Its Relation to

# ONE-QUARTER MILLION

Agate Lines

# INCREASE

In National Advertising in the  
First Five Months of 1926 in the

## Pittsburgh Gazette Times

(Morning and Sunday)

and

## PITTSBURGH CHRONICLE TELEGRAPH

(Evening Except Sunday)

Sold Singly or Combined

## The Answer—It Pays

Thoroughly Cover Fourth Largest Market in America

**Evening and  
Sunday Morning  
Combined Circulation**

**270,000**

**Evening and Morning  
Combined Circulation**

**217,000**

**Chronicle Telegraph  
(Evening) and Pitts-  
burgh Gazette Times  
(Sunday) Carry More  
Automotive Advertising  
Than Any Other Eve-  
ning and Sunday News-  
paper in Pittsburgh.**

URBAN E. DICE  
National Advertising Manager  
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.  
42nd and Broadway, New York  
122 South Michigan Blvd., Chicago  
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY  
742 Market Street, San Francisco, Calif.  
Times Bldg., Los Angeles, Cal.  
White-Henry-Stuart Bldg., Seattle, Wash.

Management." Third, the large number of "experience" stories, or descriptions of industrial advertising campaigns by the men who executed them. These included Armco Iron, Ingersoll Rand Company, Timkin Bearings, Clark Tructractors, Johns-Manville, The Graybar Company, Lehigh Portland Cement Company, Bridgeport Brass Company, Anaconda Copper Company, and others.

Another outstanding address before the association was made by Thomas F. Logan, president of Lord & Thomas and Logan, who pointed out that in the last six years American business has been so stabilized that the extreme yearly variation in the total consumption of goods throughout the country had been reduced to less than 6 per cent from the line of normal growth.

"This whole result," said Mr. Logan, "which is an insurance against unhealthy booms and panics, has been brought about by the reform of the national banking system, the greatly increased efficiency of railroad operation, and the placing of advertising and merchandising on a scientific basis."

What advertising may do in stimulating the interest of employees in a company's product and interesting the executives of an organization in the operations and effects of advertising was described by Alfred D. Guion, advertising manager of the Bridgeport Brass Company.

"It has been my experience," said Mr. Guion, "that in many cases one or more of the executives look upon the advertising appropriation as a more or less necessary evil. They approve an appropriation because some company advertising seems to be the thing to do. Their faith is not proof against a cut in advertising funds when curtailment of expenditures is necessary. Even among those manufacturing concerns which maintain advertising departments, there is often a tendency on the part of busy executives to take things for granted and concern themselves but little with the extent of publicity effort,

as long as things run along smoothly. Often they lose a true picture of just how far-reaching and important are the ramifications of a good advertising department's activities.

"In order to inform our officers of our current advertising, a loose-leaf book is prepared monthly divided into sections, each section tabbed and devoted to the following subjects: 1, new advertisements; 2, competitors' advertisements; 3, literature mailed out, including branch offices; 4, reprints mailed out; 5, house-organ; 6, value of free publicity; 7, reading notices; 8, monthly expenditures.

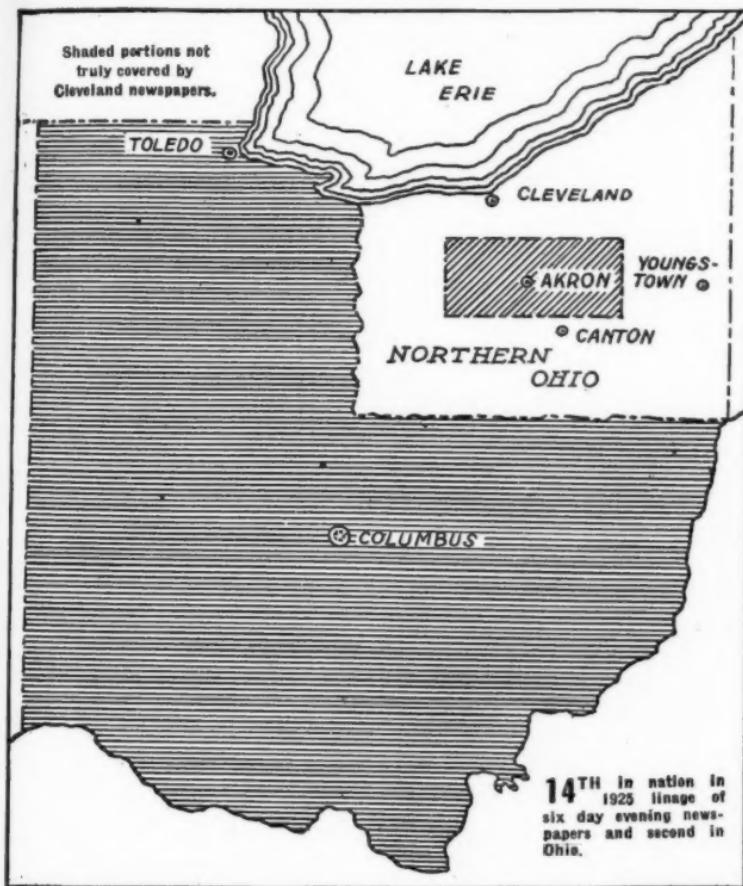
"This loose-leaf book is then passed on to: 1, Chairman of the board; 2, president; 3, vice-president; 4, secretary; 5, general sales manager."

Co-operative advertising was given a prominent place on the association's program at its concluding session. The association's retiring secretary, W. J. Hays, who is also secretary of the National Slate Association, Philadelphia, said that co-operative advertising will be a permanent asset of American business so long as it is founded on good advertising and economic principles conducted according to sound plans, properly administered, amply financed and successfully followed through for a long enough period to register results.

Among the pitfalls in co-operative advertising campaigns mentioned by Mr. Hays were: 1, No definite objective, or objective unsuited to advertising; 2, expected to accomplish the impossible; 3, lack of leadership; 4, insufficient money; 5, poorly planned campaign, lack of agreement on details; 6, lack of intelligent administration; 7, too short a duration of effort to permit successful achievement; 8, poor co-ordination with contributor's sales and distributing facilities; 9, ignorance and neglect of true market conditions and general buying habits; 10, lack of knowledge and use of publicity or "news" to supplement space and direct-mail effort; 11, failure to use all mediums and methods in proper proportion and relations;

July 1, 1926

# CLEVELAND NEWSPAPERS DO NOT COVER THE AKRON MARKET



## Only One Newspaper Truly Covers Akron and Surrounding Cities

In considering your national advertising campaign, bear in mind that you positively cannot reach the **AKRON MARKET** unless you place your advertising in the one medium that does cover this market.

One Cleveland newspaper admits that it does not reach the Akron market. This Cleveland paper was below the BEACON JOURNAL in total advertising lineage for 1925. This paper leaves the Akron field to another of its chain of newspapers located in Akron. But the other paper is second in circulation and advertising, leaving one dominant newspaper in this field—

## THE AKRON BEACON JOURNAL

FIRST IN AKRON—FIRST IN NEWS, CIRCULATION AND ADVERTISING

Six Months' Daily Average Circulation 51,973—A Gain of 4,647 Over Previous Six Months and Growing Every Day!

*The Newspaper That Truly Covers the Akron Market*

Leading Cleveland papers and the second paper in Akron by many thousands in circulation. Reaching 90 per cent. of the homes in Akron and 70 per cent. of suburban homes.

Follow the choice of the others who are really saving dollars in advertising by reaching more persons in this district through Beacon Journal advertising—being an Akron product the Beacon Journal dominates!

*a classified*  
ANNUAL DIRECTORY  
NUMBER



*it offers you—*

1. Better distribution through legitimate jobbers and dealers.
2. 100% coverage of the radio merchants—not of the near-dealers.
3. A particularly strong appeal to the small town radio merchant—radio's great undeveloped market.
4. Assurance you will be in good company—not rubbing elbows with the too numerous "skates" of the trade.

RADIO MERCHANTISING  
239 West 39th Street  
NEW YORK CITY

**EUREKA**

**BABY RUTH**

**INDIAN**  
MOTORCYCLES & BICYCLES

**Every Child! A Booster!**

**G**ET the kids, old and young, boosting for you. Every child loves balloons—they bring their parents to your dealers' stores to get them.

National advertisers are using millions every month—resiling to their dealers for use in sales promotion campaigns of all kinds.

Write us for list of big national advertisers using "Perfect" balloons. We furnish literature and plans for promoting their sale to your dealers.

**PERFECT RUBBER CO.**  
62 Wayne St., Mansfield, O.

12, unwillingness to simplify varieties or standardize specifications for production and use of product to eliminate avoidable complaints in service or marketing difficulties.

W. A. Wolff, of the Western Electric Company, New York, was elected president; Ezra W. Clark, of the Clark Tractor Company, Buchanan, Mich., vice-president; N. S. Greenfelder, of the Hercules Powder Company, Wilmington, second vice-president; J. N. McDonald, of the Anaconda Copper Company, New York, treasurer; H. P. Sigwalt, of the Milwaukee Corrugating Company, secretary.

New directors elected were Allan Brown, Bakelite Corporation, New York; J. R. Hopkins, Chicago Belting Company, Chicago; W. S. Hays, National Slate Association, Philadelphia; E. P. Blanchard, Bullard Machine Tool Co., Bridgeport, Conn.; and Julius Holl, Link-Belt Company, Chicago.

## Advertising Steps Up Bank Service

Financial advertising not only develops new business for the institutions which make use of it but it also produces another advantage which is not sufficiently appreciated. That is the beneficent influence of advertising upon the quality of the service a bank has to render. In discussing this influence of advertising before a meeting of the Financial Advertisers Association, O. Howard Wolfe, of the Philadelphia Girard National Bank, said that not only should the service of a bank be at least as good as it is advertised but that it always ought to be, and usually is, a little bit better.

"I know from experience," Mr. Wolfe stated, "that after one has advertised a particular advantage or feature of the service his bank has to offer, almost subconsciously he is interested in seeing that that service not only fully meets the claims the bank has publicly made for it, but if possible is improved upon." He stressed the fact that it should be the duty of someone in every bank to see to it that

advertised service is dependable service and that nothing should be left to chance to fulfil the expectations aroused by the bank's advertising.

Clinton F. Berry, vice-president, Union Trust Company, Detroit, who also addressed the financial advertisers, spoke of the closer relationship that has come about in recent years between underwriters and fiduciary agents. This is enabling both professions to serve with greater effectiveness, he said, and the fact that both professions recognize their mutual interest in the function of caring for those whom a man of responsibility leaves behind him, is evident in their messages to the public. The trust company is advising its patrons to accumulate estates through insurance upon their lives and this recognition also is leading the underwriter to advise his patrons to give their accumulations the greater effectiveness which a trust provides.

An absolute essential in the selling plans of a trust company, according to Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, is consistent advertising. Next to ignorance, in sales resistance, he said, is inertia. "The American business man is quick to act in almost everything except making his will," Mr. Sisson said.

"But will-making and trust-creating are serious matters, and a man will usually debate the question a considerable time before definitely formulating the provisions of his will or selecting his executor and trustee. Hence, there arises the need for continuous effort in whatever selling plans we adopt, whether newspaper advertising, direct-mail advertising, personal solicitation or a combination of all these.

"The essence of success in trust advertising and selling is not speed, but steadiness. This naturally follows from the fact that trust service is always of a confidential nature and building confidence is not frequently accomplished overnight."

In addition to the general meet-

# The Atlanta Journal

Bobby Jones, quiet, courteous gentleman, won the British Open Golf title.

In his home city of Atlanta, soul-deep pleasure came to everyone with Bobby's victory. Bobby, in a sense, is Atlanta. Then, almost a part of Bobby's personality, is Keeler—O. B. Keeler, of The Journal, who has been with Bobby through his losses and his triumphs on the links from East Lake to St. Anne's, and who has so fully interpreted Bobby to Journal readers that they know him through and through and love him for his constant living of their ideal of sportsmanship.

As usual, Keeler was the sole Atlanta reporter present on the course with Bobby.

### **The Journal Covers Dixie Like the Dew**



**Cost is measured by the value you get for your money. Active reader interest and results are first considerations. In terms of real business results we can help you cut your house organ costs.**

**Helpful copies of our House Organ production  
will be sent on your request**

**ARROW PRESS, INC.**  
318-326 West 39th Street • New York

ing of the association, the program also provided an opportunity for a get-together of its principal interests. For this purpose four luncheons were held. These were attended by members of the association interested primarily in the savings, trust, commercial or investment departments.

## Community Group Re-Elects Hatfield

Charles F. Hatfield, secretary and general manager of the St. Louis Convention and Publicity Bureau, was re-elected president of the American Community Advertising Association. T. H. Sewell, Ohio Savings Bank & Trust Co., Toledo, was elected first vice-president; Mrs. Robert G. Coulter, Coulter & Payne Advertising Agency, San Antonio, second vice-president, and H. B. Dickson, The Mayflower, Washington, D. C., third vice-president.

Don E. Mowry, of the Association of Commerce, Madison, Wis., was re-elected secretary-treasurer and will represent the association on the Advertising Commission.

In all, there were about twenty-five speakers who addressed the three sessions of this association, discussing the uses and results of community advertising from as many angles. Excerpts from several of these speeches were included in a report on the convention which appeared in last week's issue of PRINTERS' INK.

## Heads Retail Group

George B. Forrestall, of the Foley Brothers Dry Goods Company, Houston, was elected president of the Associated Retail Advertisers at the annual election which concluded the third session of this departmental. He succeeds Sheldon R. Coons, of Gimbel's, New York, who becomes a member of the board of directors.

Other officers elected were: Catherine McNelis, Flower, Dick & Walker, Wilkesbarre, Pa., first vice-president; David Lampe, The

Hub, Baltimore, second vice-president, and Esther Lyman, of B. D. M. Read, Bridgeport, secretary-treasurer.

On the board of directors with Mr. Coons are E. W. Clarke, Wm. Taylor & Sons, Cleveland; Maurice O'Connell, Gilchrist Co., Boston; Lucille Babcock, E. E. Atkinson & Co., Minneapolis and Horace Ryan, T. S. Ayres Co., Indianapolis.

Frank Black, of the Filene Sons Co., Boston, Mr. Forrestall and Mr. Coons were appointed to represent the department on the Advertising Commission.

## Succeeds Reisner on Church Group

Dr. Christian F. Reisner, who has been president of the Church Advertising Department since its formation nine years ago, was succeeded in this office by Dr. Charles Stelzle, New York, founder of the Labor Temple in that city, at the annual election which was held at the third and final session of this departmental.

James Wright Brown, of *Editor & Publisher*, was elected vice-president and E. A. Hungerford, of the headquarters office of the Young Men's Christian Association, was re-elected secretary. E. P. Beebe, treasurer of the Iron Age Publishing Company, New York, is the new treasurer.

W. Frank McClure, vice-president of Albert Frank & Company, Chicago, will continue to represent the church department on the Advertising Commission together with Dr. Stelzle and Mr. Brown, who were elected to the board.

## Insurance Should Advertise Golf Hazards

Golfers habitually discuss mental hazards but little has been said about physical hazards. It is evident from an address made before the casualty and surety group of the Insurance Advertising Conference that for the players them-



# Moving

*—to our new building*

**Effective  
July 6**

The Scientific American announces its entry into the new 16-story Scientific American Building, 24 to 26 West 40th Street, New York City. Also it is

- Adding eight pages of text to each issue
- Increasing the number of illustrations
- Changing the cover design
- Enlarging the editorial staff
- Increasing its facilities for handling science news
- Contracting for articles by the country's most distinguished scientists



This is a further expansion of that service which, for 80 years, the Scientific American has been rendering American industry—and which now, more than ever, brings together the men of large buying power who read the Scientific American and the manufacturers who tell their stories in its advertising pages.

# SCIENTIFIC AMERICAN

ORSON D. MUNN, Editor and Publisher

Scientific American Bldg., 24 to 26 W. 40th St., N.Y.C.

selves to act unintentionally as bunkers and interferences with what otherwise might be record drives, is no longer uncommon but has become a serious matter. In fact, from the speaker's remarks, the time is not far off when advertising copy will be devoted to urging not only golfers, but spectators also, to insure themselves against injury from this increasingly popular sport.

The extent to which this new element has projected itself into casualty insurance was described by C. E. Richards, advertising manager of the Standard Accident Insurance Association, Detroit. Statistics prove, he declared, that the greatest number of accidents occur near golf courses and that the game is getting rougher every day. The public is offered an alternative of either getting insured or wearing a coat of mail. Undoubtedly, some will take advantage of both.

The casualty and surety group meeting was one of three meetings of the groups which make up the conference. Sidney C. Doolittle, of the Fidelity & Deposit Company, Baltimore, was chairman. B. N. Mills, Bankers' Life Insurance Company, Des Moines, presided over the life group meeting and John W. Longnecker, Hartford Fire Insurance Company, acted as chairman of the fire group.

At the business meeting of the conference it was decided to hold the next annual convention at Hartford, Conn. A sectional meeting will be held in Detroit in October.

Warren W. Ellis, manager of sales promotion, Commercial Union Assurance Company, New York, was elected president of the conference. He succeeds Edward A. Collins, of the National Surety Company, New York.

Clifford Elvins, Toronto, was elected Canadian vice-president; Chauncey S. S. Miller, New York, United States vice-president, and William M. Darrow, New York, secretary-treasurer.

Mr. Collins together with Leon A. Soper and Mr. Miller, both of

New York, were elected members of the Advertising Commission.

The following were elected members of the executive committee: Clarence A. Palmer, Philadelphia; John W. Longnecker, Hartford, Arthur H. Reddall, and Luther B. Little, New York; Eustace A. Brock, Winnipeg; Clark J. Fitzgerald, Baltimore, George J. Crosby, Hartford, and John Hall Woods, Chicago.

## Women's Advertising Federation Elections

Advertising women, as members of the Federation of Women's Advertising Clubs, held a convention of their own. This meeting drew a large attendance. Its audience included twelve presidents of women's advertising clubs.

Mrs. Minna H. Carothers, of New York, was elected president of the Federation. She succeeds Mrs. Bernice Blackwood, who was made the Federation's representative on the Executive Committee of the International Advertising Association. Miss Hazel Ludwig, a former president of the Women's Advertising Club of St. Louis, was elected vice-president of the Federation.

A trophy offered by the Women's Advertising Club of Toledo, Ohio, for presentation to the women's club deemed to have done the most constructive work in promoting vigilance work was awarded at this meeting for the first time. The Women's Advertising Club of St. Louis was chosen as the winner of this trophy.

## Secondary Pieces Add to Life of Window Displays

Supplementary pieces form important adjuncts which lend timeliness to window displays. They frequently offer the advertiser the advantage of tying up his product with some event of short duration which tie-up, otherwise, would be

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July 1, 1926

PRINTERS' INK

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## ADVERTISE with MUSIC

"First New Tone in 40 Years"—*A Pied-Piper*  
**TONES CARRY A MILE**

**Every Salesman Needs One**—Here is advertising "that's different." The beautiful tones of the Calliaphone will carry your story to all those within a mile around. Beautiful tones, enjoyed by all. Never gets monotonous. Your salesmen can travel in one of these Automobile outfitts equipped with the CALLIAPHONE. One man handles outfit easily. Plenty room for samples and other goods. Music plays automatically.

While he travels, he is telling your story with music—"The First New Tone In 40 Years." It makes them STOP—LOOK—LISTEN. Memory by contrast—they associate your name with the first new tone they ever heard in 40 years.

SPECIAL BODIES furnished to represent your product. Any chassis you prefer. Prices extremely low. Complete Ford Ton truck outfit with special built body as shown above, with self-playing Calliaphone installed—ready to go—ready to play, only \$1795.00. Chevrolet chassis \$191.00 extra.

Over 500  
Now In Use

ASK

General Motors  
(Will use 200)  
Grennan Bakeries  
(Now using 3)  
Chase Candy Co.  
Dixie Cake Co.  
Joliet Macaroni Co.  
Junge Baking Co.  
Panco Rubber Co.  
(Will use 48)  
Chero-Cola Co.  
(Using 4)  
Purity Baking Co.  
Coca-Cola Co.  
Munyon Remedy Co.  
Case Threshing Machine Co.

**TANGLEY CO.**  
**Muscatine, Iowa**

*The*  
**Calliaphone**  
PRONOUNCE IT KA-LI-A-PHONE



Mounts On Any Auto

## How to Get Results in New Zealand

New Zealanders are quick to perceive a "foreign" element in advertising—and are not appealed to by it. To be successful here an advertising campaign must convey an intimate knowledge of the New Zealanders' requirements. Such knowledge is gained only after years of experience. You MUST employ a New Zealand Advertising Agency.

**United States Tyres**  
**Pepsodent**  
**Hotpoint Electrical Appliances**  
**Champion Spark Plugs**  
**AutoStop Safety Razors**  
**Premier Vacuum Cleaners**  
**Bancilia**  
**Vicks VapoRub**  
**Packer's Coal Tar Soap**  
**Kayser Hosiery**  
**Grape-Nuts**  
**Instant Postum**  
**Chrysler Cars**  
**LUX**  
**Columbia Grafonias**

have built up a tremendous success in New Zealand. Their advertising is handled by J. Ilott, Ltd., who have remodelled the sales-story to suit the viewpoint, psychology, and habits of the New Zealand people. You should know Ilotts.

Our Mr. W. L. Chapman, Director, will be at the Hotel McAlpin, New York, for two weeks beginning July 2nd.

Interviews may be arranged at this point or through Printers' Ink, New York.

**J. ILOTT LTD.**

Advertising Agents  
Wellington, N. Z.

Branches Throughout the Dominion

impractical because of the cost of preparing a special display. How this is being done by several advertisers was explained by B. J. Parsons, director of merchandising of the Standard Farm Unit, Chicago, in his address before a meeting of the Window Display Advertising Association.

Timeliness, Mr. Parsons said, means not only the seasonal use of the product itself, but also that the copy suggestion in the display should give reasons for immediate purchase. He exhibited a display piece for Johnston's candies. Accompanying this display was an easel card, white with black lettering, which listed reasons why candy should be purchased in June. The reasons included weddings, graduations, vacations, and birthdays. This use of accessory material was not only economical, Mr. Parsons said, but the principal piece was given an added lease of life which otherwise would have been impossible had the June buying suggestions been printed on the main card.

The attendance at this departmental meeting was so heavy that during the session it became necessary to adjourn to larger quarters so as to take care of the overflow.

### Outdoor Gets Report on Refinement Policy

The departmental session of the Outdoor Advertising Association of America, Inc., represented the first general meeting of the association since its formation last October. The sessions were attended by representatives from poster, painted bulletin and electrical display advertising interests.

Outstanding among the discussions of important problems before the industry, were the reports on the association's progress in putting into effect the standards which were adopted at its convention last fall. In a paper submitted by Kerwin H. Fulton, president of the General Outdoor Advertising Company, and read by Samuel N. Holliday, Mr. Fulton described

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the constructive policy which organized outdoor advertising has followed in its efforts to promote refinements within the industry.

This work of advancing the standard of outdoor advertising, he said, was given a marked impetus when the association unanimously agreed, last October, to embark upon a five-year program of further refinement and scientific development. The program is now under way and already is resulting in economies and improvements throughout the country for this branch of advertising.

An interesting sidelight was thrown on the development of outdoor advertising in France by Andre Kaminker, of the French delegation. His exhibition of several typical French posters created a great deal of comment. Because of their marked difference from the style of art to which Americans are accustomed, he was kept busy answering questions from the audience.

During the sessions, which were presided over by Harry F. O'Meara, president of the association, it was announced that W. W. Bell, secretary of the association, would retire from this office at the next annual convention, which is to be held in October. Clarence B. Lovell, general manager, will take over Mr. Bell's activities upon his retirement.

## Post Office to Report a Deficit

Despite the increased postal rates which have been in effect for the fiscal year ending June 30, it is expected that the forthcoming report of the Postal Department will show a large deficit. This information was presented by Robert S. Regar, Third Assistant Postmaster-General at the closing session of the meeting of the Direct Mail Advertising Association.

"The fiscal year ending next June 30," Mr. Regar said, "will be the first full year during which the new rates and fees were in force, and, although they were also in effect during the last two and

# Independent Printing

**T**HIS month we fittingly celebrate the Fourth of July. What more precious heritage have we than our independence? To advertisers and their agents BRAUNWORTH & COMPANY offer Independent Printing. By this we simply mean printing that is free from charges for "creative" work.

By leaving the creative phases of direct-advertising to the proper minds and hands—agencies, advertising counselors and advertising departments—we are able to confine ourselves to the man-sized job of producing for you, at moderate prices, *printing that sells*.

*In Greater New York advertisers and agents read "PRINTED SELLING," our monthly messenger. Send for your copy.*

BRAUNWORTH & COMPANY, INC.  
60 Broadway, Brooklyn, N.Y.  
Telephone Stagg 6300



**Different:  
not more difficult**

Of course your product is different, but hardly more difficult than some of the mechanical and electrical products we have successfully advertised. Suppose you write us and find out what we *already* know about it and about marketing it, through space and direct-mail advertising.

**Cornel Ridderhof**  
Advertising  
Times Building  
New York

July 1, 1926

one half months of the preceding fiscal year, it may, nevertheless, be of interest to compare the receipts and expenditures for the two years.

"The audited postal revenue for 1925 aggregated in round figures \$599,500,000, and the expenditures amounted to \$639,000,000, a deficit of over \$39,000,000. It is estimated that the receipts for the current fiscal year will be around \$666,000,000, and the expenditures about \$700,000,000. These figures are estimates only and will no doubt be somewhat changed when the accounts are finally audited at the close of the year. However, it is apparent that the department will be confronted with a considerable deficit despite the increased postage rates and fees, and careful attention must be given in making any further adjustment to the desirability of maintaining the receipts and expenditures of the service on a more nearly equal basis."

Mr. Regar was followed by Richard H. Lee, of the National Council of Business Mail Users.

Commenting on these figures, Mr. Lee made an analogy between the postal service and the marketing of a product. When an advertiser raises his price he restricts his market and the sale of his product falls off. Smaller volume increases his overhead cost and, instead of his business producing a profit, a loss results. Following the increase of postal rates, Mr. Lee said, the mails showed a loss of 721,000,000 pieces.

Mr. Lee also quoted Representative Clyde M. Kelly who stated that other public welfare services of the department required an expenditure of \$100,000,000 and that instead of there being a deficit of \$39,000,000 for 1925, there was really a surplus of more than \$60,000,000.

In his talk, Mr. Lee reviewed the work which has been under way to bring about a reduction in postal rates.

Getting a reduction of postal rates, he said, is not the business of any particular branch of advertising. It is the business of all

## EUGENE C. MILES, INC.

*Publishers' Representative*

51 East 42nd Street, New York, N. Y.

*offers*

Eastern Representation to Publishers of

TRADE, CLASS

AND

TECHNICAL MAGAZINES

advertising because the various types of advertising are interdependent upon one another and anything that handicaps one class of advertising has a detrimental effect on the others.

### American Cook Books in Demand Abroad

The American Consul at Zurich, Switzerland, James R. Wilkinson, has forwarded a suggestion to the United States Department of Commerce that cook books distributed in foreign markets may prove an aid to the sale of American prepared foods abroad. The consul states that in Switzerland housewives are much interested in acquiring knowledge of cookery from recipe books and are using the books widely.

The cook books used in Switzerland are printed in French and German. Mr. Wilkinson cautions that care should be taken in the translation of the books on account of the diversity of dishes in various countries. For example, he explains that instructions for making a pie would be very difficult if the translator had never seen an American pie.

### Shoe Account for Milwaukee Agency

The F. Mayer Boot & Shoe Company, Milwaukee, Martha Washington women's shoes, has placed its advertising account with Olson and Enzinger, Inc., advertising agency, also of Milwaukee. A countrywide campaign is being planned.

### New England Air Mail Service Started

The Post Office Department has started a new air mail service between New York, Hartford, Conn., and Boston. Delivery will be made from New York to Boston in two hours and fifty minutes.

### With Pacific Railways Advertising Company

R. A. Whitten, recently with the Broadway Department Store, Los Angeles, has joined the Los Angeles office of the Pacific Railways Advertising Company.

### Appoints Philadelphia Agency

The Educator Company, Philadelphia, manufacturer of Educator tooth paste and mouth wash, has appointed the Walter J. Benson Company, Philadelphia, advertising, to direct its newspaper and magazine advertising.

### Piggly Wiggly Sales Increase

May sales of the Piggly Wiggly Corporation, Memphis, Tenn., chain-store operator, amounted to \$13,482,498. In May, 1925, sales were \$11,331,007.

### We Can Accept Just a Few More Jobs To Be Printed In Paris, France

A member of this firm will sail for Paris shortly.

He is a thoroughly experienced and successful American merchandising and advertising man.

He is also regarded as the creator of some of the finest effects in modern printed advertising literature.

He has lived in Paris.

He speaks the French language, knows the better French artists and Parisian facilities for the production of fine color effects in printing.

He feels that with these facilities he can produce printed jobs in color impossible to execute in this country.

We are willing to handle a very few such commissions for American firms of standing upon a cost plus basis.

He will consult with firms desiring such service before sailing so that layout, copy and the nature of the art work and printing may be fixed beforehand.

Delivery can be accomplished in about two weeks longer than would be required to execute the work in this country.

*Interested firms should write or phone for an early appointment which, of course, will convey no obligation.*

### HUMBERT & JONES

239 West 39th St., New York City  
Telephones—Pennsylvania 4235-6

# news

### COPY MAN SEEKS JOB

*—That's not news.*

### BUT

A good copy man seeks to relieve an agency or business or department head of the stress of idea-hunting and fresh advertising creation. Is a prolific, out-of-the-common writer—a seasoned business man—and in his late twenties.

Credentials—as you would have them.

### *That's news.*

Please address W, Box 72,  
*Printers' Ink.*

# RESALE MANAGERS OF WASHING MACHINES Salary and Commission

A large manufacturer of new type washing machine — different from anything now on the market—requires Resale Managers in various metropolitan centers. Wide and successful experience in selling washing machines and training and managing house-to-house canvassing crews absolutely necessary. Experience in selling lines other than washing machines will not qualify for these positions. We require \$7,500 to \$10,000 type of men who can quickly demonstrate their ability to produce results in marketing our product. Give full details, selling experience, age and previous earnings in first letter.

Address "X," Box 209,  
care of Printers' Ink.

## Our Salesmen Wrote Their Own Sales Manual

(Continued from page 6)  
energy of one of the company's officials. We considered it so important that, when the questions were assembled into manual form, we put \$5,000 on our books as capital investment, to be charged off at 20 per cent a year for five years. We made up 100 of the books and figured each to be worth \$25, offering a reward for the return of any lost manual and charging the salesman \$25 for any loss. We also had it bound in a single volume for the office force.

### ANNOUNCEMENTS MADE AT CONVENTION

As I indicated earlier, we planned to make announcements of the contest at the January convention. We had the prize results and the manual both ready at that time, and the results were announced for the first time then. While we had figured the major prizes to be enough, at the end of the contest we realized what a tremendous amount of work had been done by everyone on the sales force, for questions and answers were all done after selling hours and so we gave additional prizes of pairs of shoes to those men who had answered 90 per cent of the questions sent them or to anyone who answered more than 200 questions.

Some idea of the effort our men put into making the manual a success can be gained from just a few figures. H. W. Wing answered 292 questions out of 321 sent him, with an average of 91 per cent. He also acted as judge in two sections and had to read 3,016 answers. Rather a handsome job. M. B. Weisl answered 322 out of 420, and read 982 answers as judge. G. M. Milot scored 100 per cent by answering every question sent him.

Our method of making the prize announcements was effective, because it accomplished much from the company's point of view. Hav-

July 1, 1926

# GEORGE W. EDWARDS & CO.

INCORPORATED

*Advertising Agency  
of PHILADELPHIA*

*...and the...*

# JOSEPH EWING

*Marketing Counsel & Research Service  
of NEW YORK*

will consolidate as of July 1st, 1926  
under the name of

# EDWARDS, EWING & JONES

INCORPORATED

*Advertising & Merchandising*

GEORGE W. EDWARDS  
*Chairman of the Board*

JOSEPH EWING  
*President*

THOMAS M. JONES  
*Vice-President*



NEW YORK  
36 W. 44th Street  
*Phone, Vanderbilt 1553*

PHILADELPHIA  
328 Chestnut Street  
*Phone, Lombard 2204*

# *Announcement*

These publications are members of

## THE MAIL ORDER PUBLISHERS' ASSOCIATION Incorporated

<i>Publication</i>	<i>Published by</i>	<i>Circulation</i>
Blade & Ledger	W. D. Boyce Co.	1,250,000
Clover Leaf Weeklies	N. W. Bray, Publisher	400,000
Home Friend	United Publishing Co.	850,000
Household Guest	Household Guest Pub. Co.	550,000
Household Journal	Household Journal Co.	700,000
Illustrated Mechanics	United Publishing Co.	300,000
Mother's-Home Life	Mother's Home Life Pub. Co.	800,000
Pathfinder	Pathfinder Pub. Co.	750,000
Today's Housewife	John H. Wright, Publisher	500,000

All these magazines are bringing profitable returns to America's largest and best mail order advertisers.

The magazines that pay mail order advertisers will pay national advertisers.

## THE MAIL ORDER PUBLISHERS' ASSOCIATION Incorporated

G. W. WEATHERBY, *Secretary*

500 North Dearborn St.

Chicago, Ill.

ing got the manual together, we wanted to make sure that it would be read by the men who had written it. We achieved this reading result by devoting the convention practically to a study of the manual. One question was taken up at a time, the winner of that question was announced, and he was called up to read the manual answer. Then his points were marked up on the board, together with those of the second and third men.

In this way, interest was maintained at a high pitch, as the men did not know where they stood until each question came up. We were able to read 60 per cent of the book in the three days.

In its completed form, the manual was divided into sections. A general introduction gave the purpose of the manual, told how it came into existence, and urged salesmen to continue to send in questions which they found not to be covered by the book. (Incidentally these questions are coming in at the rate of three or four a month, are answered, and are incorporated in the loose-leaf manual.) A brief historic background was followed by specific information on the particular products included in the section, and then came a few remarks on co-operation between salesmen and credit department, general instructions regarding orders, expense reports, telegrams and terms of sale. Fifteen points of the ideal salesman ended the short introduction, and then the book plunged into the questions and answers.

Questions range from "What do you say when a prospect tells you, 'We refuse to deal with anyone who will not trust us. Our credit has been good for fifty years. Your credit department is too strict?'" to "What kind of mince meat would you sell to the hotel or restaurant man who says he is buying some for 15 cents a pound that gives very good satisfaction?" The answers, as they appear in the manual, are composite ones, including the best features of the best answers received for each individual question.

How effectively the manual is

## This Copy and Contact Man Knows the Drug Field

He knows every angle of it. He's been on both sides of the fence; the sales side and the advertising side. Furthermore he has trained with some of the largest of the 4-A agencies and is perfectly familiar with Agency practice and contact work. He is now looking for a position with a growing agency that is reaching out for new business, one that is in need of a contact man who can go out and sell the agency. This man is a writer, and a salesman. Excellent personality and a seasoned advertising man who understands merchandising and advertising as applied to the Drug Field. Meet him and let him sell himself. Address "U," Box 70, care of Printers' Ink.

## I Write Copy

. . . that sends the warm breeze of interest blowing through cold facts. I don't make literature; but I do give words a selling stride that gets *inquiries* for merchandise—or a service. It is fathered by the experience of twenty-five years. Discussion invited, at your convenience.

**WILLIAM  
EDWARDS  
CAMERON**

*Advertising Writer*

195 Lexington Avenue  
New York

Phone Caledonia 6743

## Experienced Man

Has had 14 years of selling and merchandising experience. Included in his references are some of the better-known concerns.

Now located in Central Pennsylvania. Knows this territory and the Middle and Southern Atlantic States.

Has managed advertising department, written copy and done the buying as well as the selling. Seven years in the automotive field.

Understands the problems of salesmen. Would make a good assistant to executive, sales promotion man or field manager. A mature and practical man under forty who does not object to travelling—has car. Finished education in an English High School.

Tools, machinery or semi-technical lines interest him. Any reasonable salary to start will attract him.

Address "M," Box 214, care of Printers' Ink.

serving its purpose in helping men to make sales is shown by the letters we get from our men and by the fact that the first five months of 1926 brought a 30 per cent increase in our business, part of which increase we feel is due to the manual. Also, several other companies have asked for our book, and are using it to pattern their own after.

It had probably a larger and more varied group of authors than 98 per cent of the books that have been written—68 per cent of it was penned with the perspiration of experienced men. It was not written in training camp, but by the "shock troops."

And we are seeing to it that the shock troops study it, for we have given fair warning that at the next convention each man will take a written examination on the salesmen-built sales manual and that his standing in the company will depend upon his passing this test with a 70 per cent mark.

## G. M. Bertram Appointed by Lever Brothers of Canada

George M. Bertram, recently with The James Fisher Company, Ltd., Toronto advertising agency, has been appointed advertising manager of Lever Brothers of Canada, Ltd., also of Toronto. He succeeds W. M. MacKay, resigned.

## Reading, Pa., "Tribune" Discontinued

Following the purchase of the circulation, plant and equipment of the Reading, Pa., *Tribune*, by John H. Perry, president of the American Press Association, New York, and publisher of the *Reading Times*, the publication of the *Tribune* has been discontinued.

## Appoints Howland and Howland

The Asbury Park, N. J., *Press* has appointed, effective August 1, Howland and Howland, publishers' representatives, New York, as its national advertising representatives.

## Heater Company to Change Name

The Standard Heater Company, Williamsport, Pa., has changed its name to the Spencer Heater Company, to identify itself with its advertised product, the Spencer heater.



A New Solution of  
the Showcard Question

# SHOWCARDS

*That are Different*

for 6 cents each

In any Color Scheme  
*with Individual  
Dealers' Names*

ACT NOW SO THAT YOU  
MAY HAVE THEM FOR  
NEXT SEASON

Telephone Ashland 7628—7629

American Masson Seeley Co., Inc.,  
247 Park Avenue, New York City.

Gentlemen:

Please send me full information.

NAME.....

ADDRESS.....

July 1, 1926

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

**Chicago Office:** Illinois Merchants Bank Building, GOVE COMPTON, Manager.

**Atlanta Office:** 704 Walton Building, GEO. M. KOHN, Manager.

**St. Louis Office:** Syndicate Trust Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

**Canadian Office:** 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

**Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.**

**Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.**

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NEW YORK, JULY 1, 1926

## Selling in Stable Markets

when unsettled conditions and fluctuating prices obtain. But they are much more certain for the manufacturer who builds merit into wanted merchandise and distributes it efficiently. That is the reason why whole industries find it to their interest to promote stabilization by co-operative advertising and other trade extension movements.

One other characteristic of stabilized markets seldom receives much attention. Easy selling makes an early exit when business settles on an even keel and moves along at a non-spectacular rate of

Profits in stable markets are smaller, as a rule, than those earned

speed. The fireworks of boom times disappear, but the fight for sales volume gains in intensity.

Alfred P. Sloan, president of General Motors, pointed out recently that contrary to general opinion the automotive industry is not increasing in volume by leaps and bounds as was the case for so many years, but has become fairly well stabilized in the total number of cars sold. "The retail sales of cars for the years 1923, 1924 and 1925," he said, "did not vary as much as 5 per cent from the average of those three years. It means that the earning position of the industry is not predicated upon constantly expanding volume. What is really taking place is a shifting of business from one manufacturer to another."

Sooner or later most manufacturers who indulge in easy selling reach a point where the cost of skipping about from one territory to another and skimming the cream becomes prohibitive. They find themselves unable to carry on indefinitely a program of extensive sales development. Then they settle down to the less spectacular job of intensive market cultivation. If the sales force can produce in volume, well and good. If it can't produce in volume, the business earns less and less and finally drops out. In other words, selling in stable markets is a process of the survival of the fittest and the process goes on relentlessly.

Such selling calls for salesmen who have been trained to ferret out prospects and convert those prospects into buyers. Territories must be combed cleaner and cleaner and the advantages of the product need to be shown and proved more convincingly than ever.

Every manufacturer would like to remove his product from competition. In a stable market that is probably more difficult to do than at any other time. As Mr. Sloan suggests, new and easy sales can't be found. Business shifts from one manufacturer to another, and the management that is unable to earn a fair return on its in-

vestment finds itself unable to keep up with the procession. At such a time advertising can do its most effective work, provided it is given a chance. It should not be curtailed. It should be made to work harder. When the fight is hottest the sales force needs help more than ever.

**Half-Truths** A dentifrice manufacturer advertises that his tooth-paste will correct a certain condition in the mouth. A mouth wash manufacturer advertises in the same publication that that condition cannot be cured by tooth-paste and that his mouth wash offers the only cure. A competent dentist won't agree with either manufacturer.

A shaving soap manufacturer shows by clever little diagrams that his soap will make the beard stand up before the razor. Another shaving soap manufacturer shows that his soap will make the beard lie down flat before the onslaught of the razor—and illustrates with equally clever diagrams.

Advertising has made great strides during the last twenty years to rid itself of lies. Is the next step the wiping out of half-truths?

"Give me a laboratory and enough test tubes," an eminent scientist once said, "and I can prove anything." A reading of "Microbe Hunters," by Paul de Kruif, shows how often the experienced scientist will arrive at results diametrically opposed to the results obtained by an equally experienced scientist. Therefore the advertiser who dabbles in diagrams and tests is treading on dangerous ground.

Throw out the ethics of the case and judge it purely on the grounds of good business. What is the consumer to think as he reads advertisements which make directly opposing claims? Not being a scientist he can't determine for himself. Therefore the chances are that he will turn with relief to the shaving-cream manufacturer who says, "A cool, soothing shave" or the tooth-paste

manufacturer who claims only that his tooth-paste will clean the teeth.

If your tests are right and you know they're right—go ahead. But in the name of good business don't advertise tests that are mere catch-lines to win the unwary consumer. Too many of your competitors may be using other tests that are advertising half-truths to people who want good products.

Ethically such advertising is not defendable. Economically it is poor business. Unfortunately no vigilance committee can step in and rule against half-truths. If such a committee were possible it would do a great deal of good for the very advertisers whom it would be attacking. Better than that, it would be taking one more step in building confidence in advertising as a whole.

**Advice to Old Employers** It is the season of advice to young men. In hundreds of colleges they receive a package of advice neatly wrapped up with each diploma. But no one seems to think it equally necessary to give advice to old employers.

This gay crew of young men who have just received diplomas, written in Latin which they can't read and don't want to read, is on the march. It will invade every office and factory in the country. It is serious, insouciant, lazy, ambitious—but above all ambitious. Oh, yes, ambition and laziness often go together. Some of the greatest dreams of empire have been dreamed by men who moved only when they had to keep their chairs out of the sun.

So there is one piece of advice to old employers: "Don't forget the ambition of these young men. If they seem to want to step immediately into executive positions, that's ambition. If they seem to hesitate at the proffer of twenty a week, that's ambition. If they fret at the lowness of the positions offered, that's ambition."

Therefore, old employers, you are hiring ambition, millions of volts of it. It is up to you

whether you want to turn it into productive current or merely touch the wires and short circuit it. These young men need your guidance. They are your responsibility. Whether they will be brilliant successes or pitiful failures lies as much in your hands as it does in theirs.

Every time one of these young men fails the chances are that some old employer has failed also. It's a good thought to have in mind when you look over the gay, earnest young candidates who are now invading your office.

### **Adequate Appropriations**

During the summer many manufacturers will be considering the various factors which influence their advertising appropriations for the coming year. It will be well for them to consider carefully a few interesting figures just published by the National Industrial Conference Board.

The country's growth in power to consume in the last five years has been greater than if the entire population of Canada had been added to ours. The 10,229,000 additional inhabitants which the United States added to her internal population in this period would indicate an increase in the number of those gainfully employed of 3,965,000, following out the proportion of workers found in our total population. At the latest accepted calculation of average annual earnings per gainfully employed person, according to the board's study, our increase in population represents an approximate increase in national purchasing power of more than \$5,500,000,000 per year. In addition the report says:

"The total purchasing power of the people of the United States has increased considerably more than these figures would indicate. This is clearly reflected in the accelerated growth of savings of the American people. While individual deposits in savings banks in the United States increased 40 per cent per capita in each decade from 1900 to 1920, they have been

growing at the rate of 55 per cent per decade since 1920. Life insurance policies in force from 1900 to 1910 increased 58 per cent per inhabitant, 115 per cent during 1910-20, and 104.5 per cent, or at the rate of 209 per cent per decade, since 1920. Savings in the assets of building and loan associations increased 14 per cent per capita from 1900-10; 120 per cent during 1910-20, and 105 per cent, or at the rate of 210 per cent per decade since then."

As appropriations are made up for the year ahead, these new facts should be taken into consideration. The appropriation which might have been adequate to cover a certain market five years ago is subject to revision in the light of far greater purchasing power and more stability.

### **Charles Hannon with Toronto Agency**

Charles Hannon, formerly with the Consolidated Advertising Service and more recently with the Reliance Engravers, Limited, both of Toronto, has joined Huber Hoge, Ltd., advertising agency, also of that city.

### **New Engraving Company at Richmond, Va.**

The Redford Engraving Company has been organized at Richmond, Va. Oscar P. Redford, recently with the Richmond Engraving Company, is president. Peter A. Wright is general sales manager.

### **Fairbanks Company Profits Increase**

The Fairbanks Company, New York, manufacturer of scales, wheelbarrows, etc., reports a net profit of \$101,327 after charges, for the first four months of 1926. This compares with \$77,663 in the same period of 1925.

### **House Furnishing Magazines to Be Merged**

*Home Equipment*, Des Moines, will be merged with *House Furnishing Review*, New York. The consolidation will take place with the August issue.

### **Lawrence, Mass., Papers Sold**

The Lawrence, Mass., *Telegram* and *Sunday Sun* have been sold to Frederick W. Enwright, publisher of the Lynn, Mass., *Telegram-News* and the Boston *Telegram*.

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## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

### **CLIENTS**

Liggett & Myers Tobacco Co.  
Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company  
The T. A. Snider Preserve Co.  
Loose-Wiles Biscuit Co.  
Graybar Electric Company

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## France Decorates Advertising Men

Signal honor was paid to American advertising by the presentation of a number of honors which were awarded by the Republic of France to men prominent in advertising circles. The presentations were made at the close of the Philadelphia convention by Dr. Marcel Knecht, head of the French advertising delegation.

On behalf of President Doumergue, the title of Chevalier of the Legion of Honor was bestowed upon C. K. Woodbridge, New York, president of the International Advertising Association, formerly the Associated Advertising Clubs of the World, and Lou E. Holland, Kansas City, former president.

The following decorations were presented on behalf of the French Minister of Labor:

Order of Social and Civil Service, gold cross, upon Rowe Stewart, Philadelphia, former president of the International Advertising Association, who was chairman of the Poor Richard Club convention committee;

Order of Civil Merit, gold cross, upon Paul Meyer, New York, publisher of *Theatre Magazine*; James Wright Brown, *Editor & Publisher*; Charles C. Green, president of the Advertising Club of New York, and Howard C. Story, president of the Poor Richard Club, Philadelphia;

Order of Social and Civic Service, silver cross, upon Edward E. Pidgeon, dramatic editor of the New York *Journal of Commerce*, and H. R. Swartz, treasurer of the Advertising Club of New York, and a bronze cross of the same order to Clifton D. Jackson, secretary of the Advertising Club of New York, and Earle W. Pearson, general manager of the International Advertising Association.

\* \* \*

## Maynard Heads Club Officers' Conference

Professor Harold H. Maynard, head of the School of Business Organization of Ohio University, was elected president of the Club Officers Conference of the International Advertising Association at the Philadelphia convention. He also is president of the Columbus, Ohio, Advertising Club and succeeds Norman M. Parrott, secretary-treasurer of the Baltimore Advertising Club, who has occupied the presidency for the last nine years.

Carl Randall, secretary of the Kansas City Advertising Club, was elected secretary of the conference.

\* \* \*

## Better Business Bureau for Fort Myers, Fla.

Local business men of Fort Myers, Fla., recently held a meeting at which plans for the organization of a Better Business Bureau were formulated.

## Montreal and Boston Clubs Honor Franklin

Time was taken from the busy advertising sessions at the convention last week by two groups of delegates to pay homage to the memory of Benjamin Franklin. The Advertising Club of Boston placed a wreath on the statue of Franklin which stands outside of Weightman Hall, where one of the general sessions of the convention was held. The group was headed by P. F. O'Keefe, president of the Boston club.

Another wreath was placed upon Franklin's grave by the Montreal Publicity Club under the leadership of its president, W. B. Tingle. In this connection it is interesting to know that Franklin's many activities also found an early mark in Montreal where he founded a newspaper.

\* \* \*

## New York Club Gives Official Welcome to Byrd

Lieutenant-Commander R. E. Byrd and his pilot, Floyd Bennett, who recently flew to the North Pole, were welcomed to New York at a luncheon of the Advertising Club of New York on June 23. The luncheon was attended by a number of national, State and city officials. Grover A. Whalen, who was chairman of New York's committee of welcome, presided.

An illuminated scroll of honor was presented to Commander Byrd by the club.

\* \* \*

## C. W. Brooke, President of Board of Presidents

Charles W. Brooke, chairman of the board of Brooke, Smith & French, Inc., Detroit advertising agency, was elected president of the Board of Club Presidents, an organization whose members are presidents of advertising clubs affiliated with the International Advertising Association. Mr. Brooke is president of both the Adcraft Club of Detroit and the Detroit Better Business Commission.

\* \* \*

## Detroit Adcraft Club Prepares for Direct-Mail Meeting

A large committee of members of the Adcraft Club of Detroit, under the leadership of Joseph Meadon, former president of the Direct Mail Advertising Association, are making preparations for the direct-mail convention which will be held at Detroit in October.

\* \* \*

## Pacific Coast Slogan Contest Concluded

"Here nature smiles a thousand miles: Pacific Coast," was the winning slogan in a contest recently held by the Pacific Coast Empire Association, an organization of community advertising interests.

## Convention Pays Tribute to Munsey

Delegates to the advertising convention at Philadelphia rose in a body to pay tribute to the late Frank A. Munsey. Louis Wiley, business manager of the *New York Times*, sponsored the following resolution which was spread upon the minutes of the convention:

"The Associated Advertising Clubs of the World record with sorrow the death of Frank A. Munsey, a constructive force in the development of American advertising. He was a courageous and successful publisher, who throughout his clear and upright career represented the highest principles of journalism. His princely gift to the Metropolitan Museum of Art is a notable contribution to the nation's cultural progress and places his name high on the roll of America's benefactors."

\* \* \*

## New York Advertising Golfers Hold Second Tournament

The second tournament of the Metropolitan Advertising Golf Association of New York was held at the Knickerbocker Golf Club on June 17. The low gross score was made by H. B. Fenn, who turned in a 78. Low net went to J. B. Wendum with a 72. The flight winners were as follows: First flight, H. B. Fenn; second flight, James Nye; third flight, Paul Maynard; fourth flight, Harry Marshall; fifth flight, C. R. Leake, and sixth flight, E. K. Gillette.

\* \* \*

## Who's Who in the Purple Circle

A secret advertising society was formed at the Philadelphia advertising convention last week under the name of the Fenmen of the Purple Circle.

G. Herbert Palin, of Los Angeles, heads the new order of advertising men with the title of His Royal Nibs. George French is the Grand Blot, while H. H. Charles becomes Keeper of the Kale.

Charles H. Macintosh is the Grand Inner Rim of the Circle and Jesse H. Neal is the Grand Outer Rim.

\* \* \*

## New Haven Club Elects R. R. Chamberlain

Robert R. Chamberlain has been elected president of the New Haven, Conn., Advertising Club. The new vice-president is Adolph Lembach. Arthur V. Geary is secretary, and Michael H. Wren, treasurer.

\* \* \*

## Baltimore Club Elects E. L. Muller

E. Lester Muller was elected president of the Advertising Club of Baltimore, Md., at a recent meeting. R. E. Stapleton was made vice-president; Norman M. Parrott, secretary-treasurer, and Walter V. Harrison, counsel.

## Maxwell Defeats Goldman at Cooperstown, N. Y.

Clair Maxwell, advertising manager of *Life*, defeated Louis J. Goldman, of Huber Hoge, Inc., in the final round of the Cooperstown, N. Y., tournament of the American Golf Association of Advertising Interests. The contest was held from June 19 to 26. Mr. Maxwell won by a score of 3 to 1. The losing eight of the first division was headed by H. Block, who defeated F. W. Nye. A. G. Gardner won from J. H. Ford in the winning eight of the second sixteen. W. Campbell defeated H. V. H. Proskey in the losing eight of this group.

The ladies' championship was won by Mrs. Roy Porter, who defeated Mrs. Stearns with a score of 113 against 126. The nine-hole medal handicap was won by Mrs. A. C. G. Hammesfahr.

D. L. Hedges defeated J. A. Block in the first sixteen of the down-and-outers.

At the annual election of the association, held on the last day of the tournament, H. V. H. Proskey, of Frank Seaman, Inc., was elected president. He succeeds A. C. G. Hammesfahr, vice-president of *Success*. The new first vice-president is Joseph Lynch, Western manager of the *Atlantic Monthly*. Nelson J. Peabody, of the *Atlantic Monthly*, is second vice-president, and Eugene Kelly, vice-president of the Eiler Printing Company, is secretary-treasurer.

The name of the association has been changed to the Summer Advertising Golf Association.

## Edwards, Ewing & Jones, New Agency

George W. Edwards & Company, Philadelphia advertising agency, and the marketing counsel and research service which Joseph Ewing has been conducting at New York, have been consolidated. The merger, which becomes effective July 1, will be known as Edwards, Ewing and Jones.

The officers of the new agency will be: George W. Edwards, who was president of the Edwards agency, chairman of the board; Mr. Ewing, president, and Thomas M. Jones, vice-president of the Edwards agency, who will be associated in a similar capacity with the new concern. Offices will be located at Philadelphia and New York.

Mr. Ewing was at one time general sales manager of the Phillips-Jones Corporation, New York, maker of Van Heusen collars. He also was with the Martin-Parry Corporation, York, Pa., as director of sales and vice-president in charge of sales of the Simmons Company, Chicago. More recently he has directed his own business as a marketing counselor at New York.

## Oil Burner Account for Batten

The Petroleum Heat & Power Company, New York, manufacturer of Petro oil burners for home and industrial installation, has appointed the George Batten Company, Inc., to direct its advertising account.

# The Little Schoolmaster's Classroom

A FEW days before the opening of the advertising convention at Philadelphia as part of the Sesqui-Centennial celebration, the Schoolmaster was pleasantly reminded by an old and valued friend, Sam E. Leith, of an advertising exhibition at Philadelphia's Centennial celebration in 1876.

A fifty-year-old mirror, shining and resplendent in a hand-carved gilded frame was brought in that day by Mr. Leith as a present to PRINTERS' INK. On the back of the mirror Mr. Leith had written the following history:

#### AT THE CENTENNIAL EXHIBITION PHILADELPHIA, 1876

George P. Rowell & Company conducted a newspaper exhibition under the personal supervision of O. G. Moses, at which mirrors like this were distributed as souvenirs to a few leading advertisers of that day.

This souvenir or "advertising novelty" announcing the first NEWSPAPER ADVERTISING BUREAU in America, has stood the vicissitudes of fifty years.

The frame was hand carved by John H. Leith, an English cabinet maker. His son, S. E. Leith, who received this mirror from Mr. Rowell personally, entered the employ of George P. Rowell & Company, October 4, 1884.

This first bureau of newspaper advertising which George P. Rowell, the founder of PRINTERS' INK, established and paid for out of his own pocket, was opened at the request of the Government's Centennial Commission. If the Schoolmaster's memory serves him aright, Mr. Rowell spent more than \$20,000 on that bureau. It was an ambitious undertaking with one chief aim—to be of real service to all visitors to the Exposition by giving them a chance and a place to read their home-town newspapers. There were then 8,129 newspapers in the United States and Mr. Rowell succeeded in getting copies of every one of them.

The use of the word "bureau" by Mr. Rowell, who in addition to being the founder of PRINTERS' INK was one of the first adver-

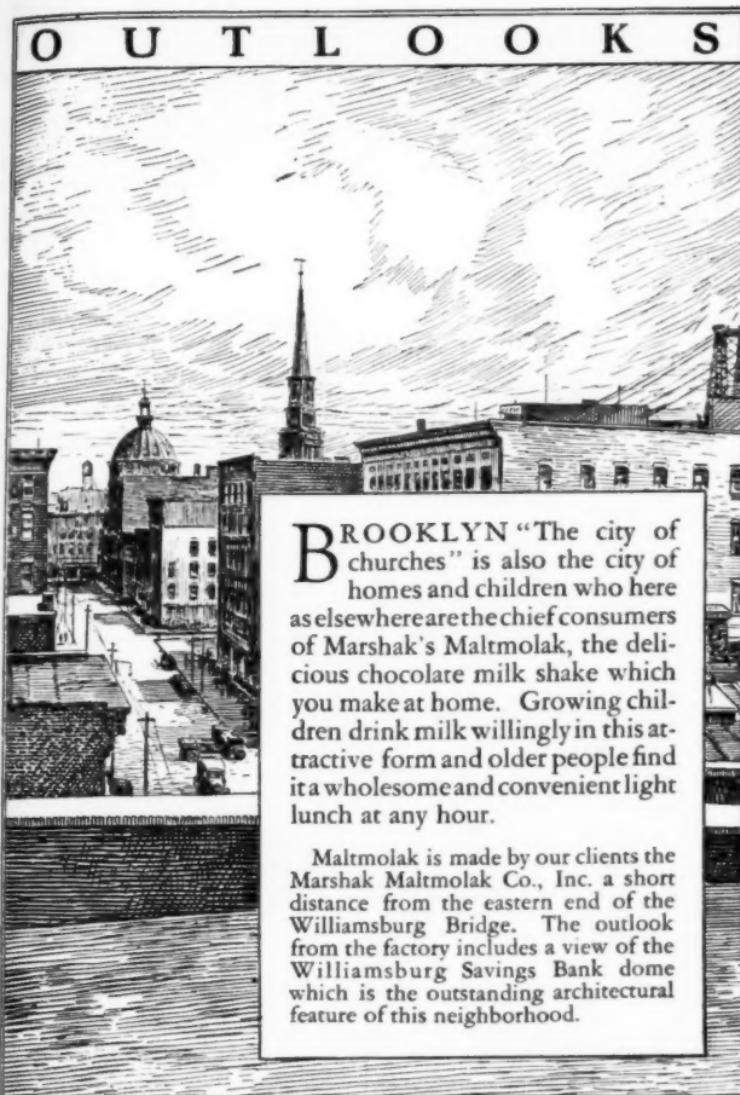
tising agents of the country, has always interested the Schoolmaster. Mr. Leith tells the Schoolmaster that Mr. Rowell used it originally to describe his advertising agency business. That business, Mr. Leith says, was called a "Bureau of Information," and its purpose was to give information to manufacturers on matters of press and marketing.

\* \* \*

Mr. Rowell had some highly amusing experiences with his newspaper bureau at the Philadelphia Exposition. One that he remembered with the greatest glee was concerned with a certain Rhode Island publisher. This experience Mr. Rowell has described in somewhat the following manner in his book, "Forty Years an Advertising Agent":

All of the newspapers at this Exposition were filed numerically. The numbers used on a newspaper were according to States. Alabama newspapers were designated by the small figures while those of Vermont and Wyoming had the higher figures. Mr. Rowell's American Newspaper Directory might well have served as a catalogue for this Exhibition but for its bulkiness. He decided that the general public did not need information such as circulation figures, etc., as this directory gave, and got out a catalogue which simply gave the names of the papers and their file numbers. After setting forth this background of information, Mr. Rowell tells his experience in these words:

"One day a Rhode Island publisher, who was proud of having a circulation of exceeding 8,000 copies, came into possession of one of our catalogues in which his paper was designated as number 7,777, or something like that, and expended a rather liberal sum in telegraphing to our firm, denouncing the error as an outrage, and letting it be known in pretty plain



**B**ROKLYN "The city of churches" is also the city of homes and children who here as elsewhere are the chief consumers of Marshak's Malmolak, the delicious chocolate milk shake which you make at home. Growing children drink milk willingly in this attractive form and older people find it a wholesome and convenient light lunch at any hour.

Malmolak is made by our clients the Marshak Malmolak Co., Inc. a short distance from the eastern end of the Williamsburg Bridge. The outlook from the factory includes a view of the Williamsburg Savings Bank dome which is the outstanding architectural feature of this neighborhood.

**CHURCHILL-HALL**  
INCORPORATED  
*H. B. LE QUATTE, President*  
**50 UNION SQUARE**  
**NEW YORK**

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

July 1, 1926

**INCREASED SALES  
QUANTITY PRODUCTION  
REDUCED COSTS  
LOWER PRICES**

- The above results justify the enormous yearly expenditure for general publicity advertising.
- Premium Advertising** may be justified on precisely identical grounds. By its use new customers are secured and old customers held.
- It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.
- A portion of the advertising fund expended in this way is certain to result in: **Increased Sales—Quantity Production—Reduced Costs—Lower Prices.**
- It is a sound, ethical, logical and effective method of advertising.
- Booklets explaining our Service mailed on request to those stating the nature of their business.

**THE PREMIUM SERVICE CO., INC.**  
9 West 18th Street, New York.

**MAILING LISTS**

Covering U. S. and foreign countries, any classification, any part of the world. Can furnish any list wanted. Ask for price list detailing over 4000 lists.

**A. F. WILLIAMS, Mgr., List Dept.**  
168 West Adams St., Chicago  
Established 1880

**YOUR PRODUCT**  
will find its market in the  
**CHURCH FIELD**  
through the preachers' trade journal  
**THE EXPOSITOR**

710 Caxton Building, Cleveland, Ohio  
17 West 42nd Street, New York  
37 South Wabash Avenue, Chicago  
Sample and rate card on request.

**Howell Cuts** for houseorgans direct mail and ask for proofs other advertising  
Charles E. Howell - Pick Building - New York

**Photostats!!!**  
of any subject ~  
By Photographers   
Fast Messenger Service  
**PACH BROS.**  
28 West 44th Street, New York, N. Y.

language just what we might expect to have done to us if the injury was not rectified at once and a handsome apology given as wide publicity as the preceding defamatory under-statement had received. A carefully written letter explained the matter fully, but I believe that publisher continued, to his dying day, to think we had injured him."

\* \* \*

When the Centennial Exposition closed, Mr. Rowell had three complete sets of one copy of each of the 8,129 papers made up. One of these sets, he believed, went to the Vatican collection; the second to Tasmania, for what purpose Mr. Rowell never knew, and the third was presented by him to the Congressional Library at Washington.

The mirror which Mr. Leith has so carefully kept and cherished all these years and which inspired all of this reminiscing now hangs in the office of the Editor of PRINTERS' INK. It looks as though it was made but yesterday. It certainly proved itself as an excellent advertising novelty for the Rowell business. The Schoolmaster wonders if any members of the Class know of the existence of duplicates of this mirror?

\* \* \*

"When we send out a questionnaire," a research man recently said to the Schoolmaster, "we are very careful to itemize the questions in such a way that they will be very easy to answer. Whenever we can do it easily, we number the questions."

"The other day one of our executives came to me with a letter in his hand.

"You know all about questionnaires," he said. "Tell me what's wrong with this letter."

"It was easy enough to point out the fault. The letter had been sent out to a list of about 100 dealers and asked them four questions. The questions, however, were all lumped together in one paragraph. As a result of this the dealers were missing the points of some of the questions and were wandering

# You can't disregard a Cuptor Sign ... 100% read it



**Drop a cent.  
Watch  
CUPTOR  
make a cup**

## CUPTOR "the little factory on the wall"

HERE is a machine that manufactures paper cups at the point of use. CUPTOR is a miniature paper drinking cup factory. Drop a cent. In two seconds an open paper drinking cup is made before your eyes.

CUPTORS are located where crowds are . . . theatres, movies, Atlantic City, Coney Island, steamboats, ferry houses, etc.

Valuable advertising space is now available on 400 preferred locations.

Signs flash constantly, offering a unique and new method of display . . . no competition . . . thousands will read your advertisement daily.

Write promptly. Summer is the biggest cup season.

**American Cuptor Corporation  
385 Madison Avenue  
New York City, N. Y.**

# Publication Manager Wanted

High-class man over 35 years old wanted to manage Eastern branch in New York and handle solicitation of national advertising for large and entirely new proposition. Lifetime position for the person who can qualify. Should pay better than \$12,000 per year. No investment required, but would prefer man who can finance self and Eastern office and share in profits. State experience briefly and if able to finance self. Please don't apply unless properly qualified. All replies confidential.

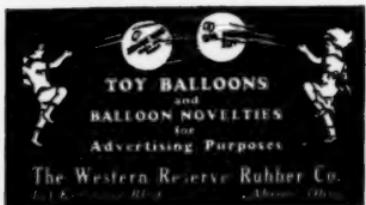
Address "R," Box 218, care of Printers' Ink.

---

## MAN WANTED

### By One of the Country's Foremost Advertising Agencies:

An exceptional opportunity to the right kind of man. An agency whose name is familiar from coast to coast for its long-established connection with America's outstanding commercial successes. Now desires to add another Account Executive to its staff, provided the man with the requisite initiative and intelligence presents himself. If you are interested, write us your experience and any other data that would prove mutually helpful. Correspondence will be held strictly confidential. Address "Q," Box 217, care of Printers' Ink.



all over the lot when they made their answers.

"I revamped the letter, numbered each question and gave it a paragraph by itself. The letter was sent to another list of 100 dealers and pulled replies from nearly 75 per cent of the list."

The Schoolmaster frequently gets letters of inquiry in which the questions are bunched together in one or two paragraphs and therefore he is in a position to sympathize with the dealers who were asked to answer the first letter. Such a letter is confusing in itself and causes the reader extra trouble if he wants to analyze the questions and assure himself that he is making logical, reasonable answers.

Any letter that asks questions, no matter to whom it is sent, is essentially a questionnaire. One copy or 100 may be sent out, the quantity makes no difference. If members of the Class wish to get thorough, logical answers to their question letters they will do well to make each one easy to answer by some numbered paragraph plan.

\* \* \*

The Schoolmaster has a three-room log cabin up in the mountains near a sparkling brook.

It is one of the last places he would look for merchandising ideas, yet even there they pursue him.

Last week-end, for example, the local fire warden said, "What you need here now are three or four of those old-fashioned fire extinguishers. I don't mean the automobile kind but those big, powerful ones that will hit a brush fire near your camp and make it look sick."

The Schoolmaster agreed with his idea and looked through several outdoor and camp publications to find a big fire extinguisher which would fit his special requirements.

To his surprise, he could find only one fire extinguisher advertiser and that was a company selling a small extinguisher and using small space to get agents. The copy said that every automobile owner, store and factory was a good prospect. Not a word to ad-

vertise a big, powerful extinguisher which could put out a stubborn brush fire.

The Schoolmaster isn't familiar with the inside of the fire extinguisher business, but it seems to him that makers of the big and powerful extinguishers are missing

a bet in not going after the great outdoor population.

If some of them want a piece of copy to use, the Schoolmaster suggests this, written by President Coolidge on March 3:

"We must stamp out the forest fires which still annually sweep

## HAVERHILL GAZETTE HAVERHILL, MASS.

announces the appointment of

### CHAS. H. EDDY CO.

*National Advertising Representatives*

Effective July 1, 1926

CHICAGO

NEW YORK

BOSTON



Haverhill's manufactured products amount to \$95,000,000 yearly. Shoe manufacturing is its principal industry.

The Haverhill Evening Gazette is the only daily in its field embracing approximately 100,000 reader-buyers in its trading territory.

**Population 70,000 Trading Centre for 150,000**

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

## Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 9½ cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



**"GIBBONS knows CANADA"**

J. J. Gibbons Limited. Advertising Agents

TORONTO

MONTRÉAL

WINNIPEG

July 1, 1926

## Attention, Newspaper Owners!

We know of a newspaper publisher who took a second newspaper and within eight years increased the circulation of that newspaper 11,000 net paid daily. No premiums, no contests, but the right kind of knowledge put this newspaper over and today it is the outstanding newspaper in its city. Sale of the property leaves him open and if you can use a General Manager this is your opportunity to get a real good willing worker who can be of value to any organization.

Address "B," Box 64,  
PRINTERS' INK.

### TESTIMONIALS

#### of Famous People

Through unusual connections I am in a position to obtain for any advertiser the personal endorsement of well known individuals or stage and screen celebrities. The charge for such service is nominal. For further information, either for immediate or future use, address "N," Box 215, Printers' Ink.

### SALES CORRESPONDENT

*A Fine Chance!*

We want a young man to handle sales correspondence with dealers and salesmen, one who has had some knowledge and experience in the preparation of advertising matter.

The opportunity is with a young manufacturing concern which has acquired a substantial dealer distribution and is on the road to making its mark in the office equipment field.

The opportunity is here, but the work will be exacting. Reply "V," Box 71, care of Printers' Ink.

many wooded areas, destroying timber the nation can ill afford to lose and killing young growth needed to constitute the forests of the future. Forest fires, caused largely by human indifference or carelessness, are the greatest single obstacle to reforestation and effective forest management."

### Honors Salesman in Advertis- ement for Years of Service

Elias Hanff has been with The Samuel Sternberger Company, Philadelphia shirt manufacturer, for fifty years. In recognition of his long service, the company recently devoted a page advertisement in a business paper to Mr. Hanff, under the heading, "A Golden Anniversary."

Two pictures of the veteran salesman were reproduced, one taken when he first joined the company in 1876, and the other showing him as he is today. In the text the company says, "We are very proud of this association and we congratulate Mr. Hanff upon his continuous activity and his unusual and remarkable performance as a salesman."

The copy then goes on to say that the company also congratulates "the many loyal friends and customers who have known Mr. Hanff these many years." In conclusion it states that "We ourselves are to be congratulated on this long and pleasant association with a man of Mr. Hanff's high type."

### Nymfaun Company Sold

The Nymfaun Company, Cleveland, manufacturer of Nymfaun toiletries, has been sold to Benson Storfer, president of the Storfer Laboratories, Inc., New York. Later on the headquarters of the Nymfaun Company will be moved to New York.

### Awning and Tent Account for Rochester Agency

The James Field Company, Rochester, N. Y., maker of awnings and tents, has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account.

### Joins Hartford Agency

Mrs. Rowena H. Townsend has joined the copy staff of The Manternach Company, Hartford, Conn., advertising agency. She has been with Wm. Filene & Company, Boston.

### "Confectioners' Gazette" Sold

The *Confectioners' Gazette*, New York, has been sold to the Barrister Publishing Corporation, also of New York. D. J. Casper has been made business manager.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

**First Forms Close Friday Noon; Final Closing Saturday**

### BUSINESS OPPORTUNITIES

**Printers'-Bookbinders' Outfitters**  
Modern Cut-Cost Equipment  
Also Rebuilt Machinery  
Conner Fendler Branch, A. T. F. Co.,  
New York City

Cash or Royalties for advertising ideas that can be syndicated. Advertising novelties, new campaign angles. Strict confidence. IDEAS, Inc., 2008-9 Washington Boulevard Building, Detroit, Michigan.

Require capital trade monthly fast growing field uncovered. Estimate \$60,000-\$100,000 advertising revenue first yr. Principals experienced in publishing. Consider only offers from responsible publishing houses or persons. Box 756, P. I.

### RAPID WRITING SYSTEM

Copyright, plates and copies of book teaching simplest, easiest-to-learn semi-shorthand or speed writing for business, advertising men, lawyers, preachers, students, etc. Box 753, Printers' Ink.

Am organizing a sales agency for intensive coverage of the drug store trade in Greater New York. Would like to hear from concerns having a meritorious product and interested to secure this additional sales outlet. Address Box 751, Printers' Ink.

### Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Publishers of five magazines, located in Middle West, with unlimited possibilities need additional capital due to unusually rapid growth. To an experienced Advertising Director, who is prepared to invest we can offer an attractive proposition. Box 741, Printers' Ink.

**Sign Salesmen**—If you can sell outdoor steel signs of unprecedented merit, an unusual opportunity awaits you. The manufacturers of the celebrated Stenpho Super Sign—an indestructible outdoor steel sign of absolute permanency—need aggressive sales representation in territories not now fully covered. The Stenpho Super Sign is in a class by itself and the manufacturing process is patented. No competition. Write The Stenpho Co., 108 East Third St., Dayton, Ohio.

I WRITE ADVERTISEMENTS and follow-up letters that pull business fast and easy. I know the trick. State what you want. Prices reasonable. Charles Olive, 3rd St. W., Willmar, Minn.

### HELP WANTED

**SALESMEN WANTED**  
Salesmen with nation-wide connection to handle several interesting propositions. Full time or side line. References required. Address Box 735, P. I.

**ADVERTISING ART SALESMAN**  
New York Art Service wants man to solicit accounts. Knowledge of advertising would be helpful. Liberal Commission. Box 754, Printers' Ink.

**Advertising Salesman** to cover New England on an old established publication. Must be an experienced trade paper solicitor with agency contact and a good record as a producer. Exceptional opportunity. State exp. fully, age and compensation expected. Box 755, P. I.

### COPY WRITER WANTED

Old established middle west 4A Advertising agency, located in most fertile field in country, has opening for an aggressive copy man with ideas, one who can plan campaigns and write them. Fine opportunity for man with initiative. Give full details and information about accounts now servicing. Positively confidential. Members know of this advt. Box 743, Printers' Ink, Chicago Office.

### A Fast-Growing Philadelphia Agency Wants a Business Getter

This agency has made a remarkable record in a comparatively short time. To a man of proven ability, an opportunity to share in large earnings and a possible part interest is offered. All communications confidential,—all members of our staff know of this advertisement. Box 737, Care of Printers' Ink

July 1, 1926

**ARTISTS WANTED**—Permanent position open for artist specializing in figure work; also artist specializing lettering, design and mechanical retouching. Submit samples with letter stating experience and salary desired. Service Engraving Company, San Antonio, Texas.

## LAYOUT MAN

We have an unusual opportunity for another layout man in our art department. The man who fills this job must be experienced in visualizing copy ideas and able to make rough sketches suitable for client approval. The job calls for a man familiar with trade-paper work as that will be his chief responsibility. His work will also include direct contact with copy men and the buying of some finished art work.

The salary will be moderate at the start, but there will be plenty of splendid opportunity for growth.

Apply by letter only, addressing our Mr. E. F. Molyneux,

Newell-Emmett Company  
120 West 32nd St.  
New York City

## Layout-Production Man

A steadily growing New York agency needs a thoroughly practical layout, production man.

He must know the mechanics of advertising and be able to make understandable type layout as well as good visuals involving illustration.

A young man adaptable and willing to learn with newspaper or agency experience, preferred. He must have his eye on the future, his feet on the ground and be a conscientious worker.

Such a man will find here a most satisfactory future. Give full details and salary desired. Box 748, Printers' Ink.

## Copy Writer—Plus.

The Export Department of national advertiser has an unusual opportunity for an unusual advertising man. We handle our own advertising, from copy-ideas to space-buying, and want a man who can take over some of the stages already, and learn the rest.

The right man will be young, because we want an enthusiast and a grower, but he will have already a record of accomplishment. He will be a fluent writer.

His other qualifications may include knowledge of layouts, agency-detail, production, space-buying, correspondence, selling, newspaper-work, export, foreign languages or proprietary remedies. He won't have them all but he could use them all in this position.

His salary will depend at first upon his record—afterwards, only upon his capacity to grow.

For interview, write stating age, religion, education, past and present employment and salary, to box 750, P. I.

## PRINTERS' INK

## BANK SALESMEN

Wanted immediately in open territories. Excellent commissions to the right men. Can be sold as a side line or alone. It's a chance for a lifetime position. Commissions justify the best men. Write now giving references. The House of Dietz, Richmond, Virginia.

## Advertising Salesman

The leading business paper in its field has an opening for a young man with practical experience in selling advertising space for technical publications. Write in strict confidence, stating experience, age, references, and salary expected. Box 733, Printers' Ink.

## POSITIONS WANTED

**YOUNG MAN**—21—desires an opportunity to learn the advertising game. Expects to attend an advertising school. Salary and hours no object. Address Box 729, Printers' Ink.

## ARTIST

Free lance, with advertising experience specializing at lettering, layout and design, desires several connections. Address Box 732, Printers' Ink.

## COPY WRITER

Ten years copy chief big New York agencies, and advertising manager for large advertisers. Box 747, Printers' Ink.

**IDEA AND PRODUCTION MAN**  
24, college-trained, with 4½ years' thorough advertising experience—creating ideas to seeing them through to the printed form. \$55. Box 736, P. I.

## Letterer

Experienced lettering, design, layouts. Studio or Agency. Box 727, P. I.

## ASSISTANT TO PRESIDENT OR SALES MANAGER

College graduate, 30, single, with broad sales and advertising experience wants connection with manufacturer. Opportunity for executive experience and advancement first consideration. Box 745, P. I.

## AVAILABLE—A Sales and Advertising Manager

A practical merchandiser with 14 years' Sales and Advertising experience in Direct-by-Mail Campaigns and National Trade Journal, House-Organ publicity work, together with direct trade contact as salesman, branch manager, sales manager. A real organizer with ability to get results. Now employed by a nationally known concern. Christian, thirty-three years old. Address Box 739, Printers' Ink.

July 1, 1926

**FREE LANCE**—will take on one or two additional New York accounts. A versatile producer of business-stimulating ads which tower above the mediocre. Samples gladly displayed. Box 752, P. I.

**ADVERTISING SALESMAN**, experienced in New England, desires position with salary and expenses. Box 758, Printers' Ink.

**DIRECT-SELLING SPECIALIST**  
Fifteen years' experience. Well qualified to establish a new or strengthen an old mail-sales department. Now with prominent advertising agency. Salary, \$5,000. Box 749, Printers' Ink.

**PRODUCTION DEPARTMENT**  
Young man (20) desires position in production department of an agency. Experienced in handling printing, engraving, lithography, paper, electros, etc. Available Aug. 1. Box 746, Printers' Ink.

**Do You Need** the services of a highly trained specialist in every detailed phase of printing production—designing, editing, managing? University education. Recommendation from one of the foremost producers of high-grade printing in the country. Box 757, P. I.

## ART DIRECTOR and VISUALIZER

10 years with agencies of national repute desires connection, will consider half day propositions with smaller agencies. Box 728, Printers' Ink.

**ADVERTISING MANAGER**—At present with one of the largest national advertising automotive and radio manufacturers as assistant to advertising manager. Four years' experience laying out, writing copy, photographing, retouching and buying printing in large and small quantities. Purchased over \$1,000,000 printing, etc., during past year. Services available shortly. Box 731, P. I.

## IDEAS

Versatile idea man with exceptional layout and copy writing ability is in a position to offer spare time service to any agency, printer or manufacturer. Several years' experience with some of the largest national advertisers. Will handle all work by mail. Box 742, P. I.

## How About Syracuse?

Here's a man with unusually broad experience in both advertising and selling, trained in New York's keen competition, who for family reasons wishes to make his headquarters in Syracuse, N. Y.; willing to travel. Knows advertising and printing as both seller and buyer for large accounts. Some agency and some automobile experience. Works hard but intelligently. Present employers speak highly. Wants permanent connection with a real future. Box 734, Printers' Ink.

**Advertising Representative**. College man age 25 yrs. Four yrs. representing business papers New York field; Stationery, Hardware, Plumbing and Drug trades. Thoroughly acquainted agencies; knowledge Canadian field; excellent references. E. T. T., Room 1606, 1133 Broadway.

**Classified Manager**—desires connection with live organization in town ranging from 100,000 to 200,000. At present employed in town of 100,000. Thoroughly experienced in permanent classified building and training solicitors. Age 27, married, college education. 6 years' experience—go anywhere there is opportunity. Straight salary or salary and percentage of increase. No offer under \$3,000 per year considered. Box 740, P. I.

## Here Is a Young ADVERTISING-SALES EXECUTIVE

that some business can profitably employ as Advertising, or Assistant Sales Manager. Thoroughly capable in preparing advertising of every form and to assist in directing dealer and sales forces. At present Sales Promotion Manager national mfr. College trained, 28. Box 759, P. I.

## AN EXCEEDINGLY FINE YOUNG WOMAN CLEVER BEYOND BELIEF

Must leave me because she is moving to Westchester Co. She is a bookkeeper, office mgr., stenographer, costs, credits, collections, finances, statistics, financial reports, income tax, correspondent, systematizing. 15 yrs'. diversified exp. (mainly mfg., real estate and insurance). Now getting \$2500 per yr. For particulars write to George I. Schreiber Sterling Photo Co., 226 Sherman Ave., Newark, N. J.

## SALES EXECUTIVE

with 12 years' successful experience in marketing nationally-advertised motor and outdoor specialty, desires change, with larger opportunity.

Has charge of domestic and foreign sales, advertising, merchandising, sales promotion and service. Travels extensively, supervising salesmen, branches and large dealer organization. Writes effective letters. Age 36, married. Protestant. Box 744, Printers' Ink.

## AVAILABLE SEPTEMBER FIRST SERVICES OF A SALES EXECUTIVE

A twenty-year record of good accomplishment. Now District Manager of Pittsburgh, Pa. office for a large concern located at Cleveland, Ohio. Present employer will give you O. K. on my creative and sales ability, loyalty and industry. Have had wide experience in trade paper advertising, commercial printing, including catalogues, house organs, sales correspondence, and know the jobbers in the Hardware and Automotive equipment field, from coast to coast. Forty years of age. Understand human nature. Hard worker. Reliable. Protestant. Would like to open negotiations and give full particulars to any manufacturer who may be interested. Box 738, Printers' Ink.

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**KITCHEN MAID**  
STANDARD KITCHEN UNITS

The Pudington  
Company of Indianapolis  
and other Eastern cities, after  
years of experience, have  
developed a new idea—  
Kitchen Units. These units  
are built to fit your kitchen  
and are made of fine  
wood.

Wouldn't you like to have a kitchen that is  
up-to-date in convenience? A kitchen  
that is comfortable, attractive, and  
modern? A kitchen that is easy to keep clean?  
A kitchen that is easy to get work out of?

You can have just such a kitchen! Kitchen  
Units are made to order. There are about  
500 different models—in matter whether  
you want a 12x18 foot or small, on either  
side or end, or in any shape or size, as  
it is designed.

Group these units on one wall or separate  
them. Each unit contains its own  
sink, counter, cupboard, or whatever  
you desire. You can get  
the combination of standard kitchen cupboards  
and smooth doors from six heights and  
widths. These units are made by specialists in  
Kitchen equipment, so they are handsome in  
design and substantial in construction.

You will find convenience—with all  
the time and labor they save—wells off their  
cost against their greater value—wells off their  
time and labor cost. And I assure you no more  
than old-fashioned cupboards.

Write for literature, samples, and  
full information concerning  
our many facilities.

WASMUTH-ENDICOTT COMPANY  
1715 South Des Moines Avenue, Indianapolis, Indiana

**KITCHEN MAID**  
ESTABLISHED 1899

**S**TANDARD Units for kitchens was a new idea, originated by Wasmuth-Endicott Company. It called for advertising which would not only sell the idea, but help to establish new channels of distribution. The success of these Units today illustrates how well the Rankin organization did its part of the job, based on its experience in the home appliance field.

**WM. H. RANKIN**   
Established 1899  
**COMPANY Advertising**

Main Offices: 342 Madison Avenue, New York

Tribune Tower, Chicago

AKRON

PHILADELPHIA

SAN FRANCISCO

TORONTO

# Chicago Advertisers of Men's Wear Prefer The Tribune to all Other Chicago Papers

**L**AST year the men's clothing merchants in the "Loop" actually cut their advertising appropriations in all other Chicago newspapers in order to increase their lineage in The Chicago Tribune. As a result The Tribune was the only paper in Chicago that showed an advertising gain in this classification of "Loop" men's stores during 1925. In lineage from all men's stores throughout the city The Tribune gained 54.7% more than the only other paper which made a gain.

Maurice L. Rothschild and The Hub, two of the largest men's stores in the world, find The Tribune especially effective in promoting sales. In the case of Maurice L. Rothschild, David

Mayer, the advertising manager, writes:

*"I suppose you will take this letter and show it to everybody that argues that The Tribune doesn't pull for men. I don't care if you do—I think you are entitled to do so, because we know that it does—more than any other medium we know of."*

Regarding the check of The Hub on Tribune advertising, H. W. Chadwick, advertising manager, writes:

*"We have shown a stronger affection for The Tribune than has any other prominent State Street store, spending more money in this one medium than in all others combined. In other words, The Hub is "Growing with The Tribune in 1926."*

### Men's Clothing Advertising

Newspaper	1925	Loss	Gain
The Chicago Tribune .....	1,512,450		126,432
News .....	1,073,496	27,902	
American .....	752,836		81,731
Herald-Examiner .....	299,724	60,570	
Post .....	187,665	57,737	
Journal .....	168,642	79,433	

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